

GOVERNMENT AFFAIRS COMMITTEE MEETING

June 25
11 am
teleconference

Webinar: TOP STRATEGIES AND TACTICS FOR SALES SUCCESS

June 27
2–3 pm

Webinar: SAVINGS, COSTS AND THE HOW-TO YOU NEED ON FULL-SERVICE IMB

July 12
2–3 pm

Webinar: TIME-SAVING TIPS FOR INDESIGN USERS

July 19
2–3 pm

NJPA BOARD OF DIRECTORS MEETING

November 15
10:30 am
Forsgate County Club, Jamesburg

NJPA ANNUAL MEETING & LUNCHEON

November 15
12 noon
Forsgate County Club, Jamesburg

NJ PRESS FOUNDATION TRUSTEES MEETING

November 15
2 pm
Forsgate County Club, Jamesburg

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

Your next issue of *InPrint* will arrive in September. The advertising and editorial deadline is September 9.



WINNER Stephanie Agudelo receives her Drukker scholarship award from New Jersey Press Foundation Director John O'Brien.

Drukker scholarship winner

"I am truly a journalist. I always want to know, discover, learn and share my interests with the public."

So says Stephanie Agudelo, of Weehawken, this year's winner of the Richard Drukker Memorial Scholarship.

A student at Montclair State University, Stephanie has been assistant news editor of the student newspaper, *The Montclar-*

ion. Next year she'll be the features editor.

"I have come to understand that I will always want to write," she proclaimed in her application for the scholarship.

The annual competition is open to Montclair staff members and MSU journalism minors.

New Jersey Press Foundation Director John O'Brien presented Stephanie's award and her \$2,000 scholarship at the annual Montclair State Awards Night on May 8.

Richard Drukker was publisher of the *Herald News* in Passaic, and was president of New Jersey Press Association in 1969.

He was instrumental in the creation of the New Jersey Press Foundation, whose mission it is to assist the state's talented young journalists.

Upon his death, his family created The Richard Drukker Memorial Scholarship fund, the purpose of which is to recognize and assist an outstanding MSU student-journalist.

New scholarship will start in 2014

A bequest by the widow of former *Trenton Times* executive editor David E. West will create a journalism scholarship in his name.

The will of Florence Block West, who died May 9, gives New Jersey Press Foundation \$25,000 to create a scholarship honoring her husband's service to the newspaper industry.

NJPF trustees voted unanimously to accept the gift and

— *Continues on Page 5*

NJPA partners with GistCloud

Press release service gets gigantic upgrade

NJPA has launched a significant upgrade of its press release service by partnering with California-based GistCloud, LLC.

The new web-based Intermedia press release creation and distribution platform outperforms today's "legacy" press release competitors, and at lower cost, according to George White, NJPA executive director.

"Intermedia' represents the new realities of marketing today. Think multimedia, reimaged," says White.

"GistCloud has created a remarkable platform that goes well beyond the conventional definition of multi-media. These vital marketing tools of today including Search, Content, Social Media, Mobile viewing, and QR Codes, have been integrated into GistCloud's service platform," says White.

"It's also remarkable that GistCloud's platform provides device agnostic releases, and that video files are automatically universally encoded for proper viewing

on any device, any platform."

According to White, since NJPA and California Newspaper Publishers Association soft-launched the platform together in April, three additional states have been added — Arizona, Michigan and Texas.

For each participating state, revenue is derived from a revenue-share agreement each state signs with GistCloud.

Getting the remaining U.S. states and the Canadian provinces on board is in process with expected completion over the summer.

Each participating state is provided a comprehensive service platform through its own personalized GistCloud "state-site," e.g. www.New-Jersey.GistCloud.com.

Additional information about the service platform, including products, distribution and pricing, is available for review there.

"Until now, multi-state networking hasn't been realistic — *Continues on Page 5*

New momentum for shield law

In light of the U.S. Department of Justice's move to subpoena phone records of journalists, national industry organizations, including Newspaper Association of America and Society of Professional Journalists, are again advocating for passage of a federal reporter shield law.

The recently re-introduced Free Flow of Information Act of 2013 (H.R. 1962 and S. 987), according to the bills' sponsors, would protect the public's right to know by protecting journalists' confidential sources.

In an update, the NAA indicates the legislation "essentially prohibits federal prosecutors, criminal defendants and civil litigants from subpoenaing information from journalists unless they convince a federal judge

that the need for the information outweighs the public interest in the free flow of information.

President Obama supports this legislative effort and said in his national security speech on May 23 that journalists "should not be at legal risk for doing their jobs."

The Society of Professional Journalists provides talking points and a sample letter at <http://www.spj.org/shieldlaw-sampleletter.asp>.

Both of the organizations are calling on members to help build bipartisan support by contacting their U.S. representatives and senators to request they co-sponsor the bill: H.R.1962 for representatives and S.987 for senators. The Capitol Switchboard phone # is 202-224-3121.

INPRINT

PUBLISHER George H. White EDITOR Catherine Langley

A PUBLICATION OF

New Jersey Press Association

840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

PHONE.....609-406-0600
FAX.....609-406-0300
EMAIL.....njpress@njpa.org
NJNN FAX.....609-406-0399
NJNN EMAIL.....njnn@njpa.org

EXECUTIVE DIRECTOR George H. White
NJNN DIRECTOR Amy C. Lear
NJPF DIRECTOR John J. O'Brien
COMMUNICATIONS MGR Catherine Langley
BUSINESS MANAGER Scott Kutcher
MEMBER SVCS MGR Peggy Stephan Arbitell
IT MANAGER John Viemeister
ACCTG COORDINATOR Jane Hartsough
MAJOR ACCT SPECIALIST Jennine Remington
SCAN/2x2/ONLINE NETWORKS MGR Diane Trent

BOARD OF DIRECTORS • 2013

CHAIRMAN
Jennifer Cone Chciuk
The West Essex Tribune, Livingston

PRESIDENT
Stephen W. Parker
Recorder Community Newspapers, Stirling

FIRST VICE PRESIDENT
Stanley M. Ellis
Burlington County Times, Willingboro

SECOND VICE PRESIDENT
Thomas Donovan
Gannett New Jersey, Neptune

TREASURER
Richard Veza
The Star-Ledger / New Jersey Advance
Newark

SECRETARY
George H. White
NJPA, West Trenton

DIRECTORS
Brett Ainsworth
The Retrospect, Collingswood
Ben Cannizzaro
Greater Media Newspapers, Freehold
James Flachsenhaar
Asbury Park Press, Parsippany
Joseph Gioioso
NJN Publishing, Flemington
Michael Lawson
Community Newspapers of North Jersey
Media Group, Woodland Park
William T. Murray
The Trentonian, Trenton
Bruce Tomlinson
New Jersey Herald, Newton

ASSOCIATE DIRECTORS
Edward J. Efchak
Customers by Design, Fair Lawn
Ronald Morano
FirstEnergy Corp./JCP&L, Morristown

GENERAL COUNSEL
Thomas J. Cafferty
Nomi Lowy
Lauren James-Weir
Gibbons P.C., Newark

Join NJPA on Facebook

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

NJPA matters —

Moving day

Since 1995, NJPA's central office has been in Suite 305 at 840 Bear Tavern Road, located in one of five similar office buildings in the Mountain View Office Park in West Trenton (Ewing Township).

With our current lease due to expire on December 31, we have agreed to move to a different building in the same complex — to building 810, Suite 307.

This will accomplish several necessary goals: reduced space, reduced rent, and earlier termination of our current lease. The new lease will start August 1 and will expire July 31, 2016.

Dates for the actual move are being worked out but we should be out of the old and in with the new around the weekend of August 17.

Fortunately, in the teeth of financial challenges in 2011, we shut down NJPA's long-time storage shed, purged tons of stuff, and brought what had to be saved into the office. Now we must



George H. White
Executive Director

do more, because many of our metal file cabinets won't fit in the new space. So there will be great focus over these next eight weeks on getting us light and ready.

The business disruption isn't welcome, but the August timing should work well. It's also a much needed opportunity for all of us to "lighten up" — especially for a pack-rat like me. And it's exciting to turn the page from where we are now to a place that will serve the overall work-flow and operation better.

As soon as we know what work stations and file cabinets we can spare, I

will alert publishers in case they have interest. We may have as many as seven work stations and up to ten large, horizontal, four-drawer, steel case file cabinets.

GistCloud

The article on Page One sums it up quite well. But I want to emphasize the excitement we have for the potential revenue stream this new business venture represents.

If you haven't already, please take a moment to visit www.New-Jersey.GistCloud.com. It's also available as a click-through right from our homepage at www.njpa.org.

Providing a service so connected to the news industry and with ever-expanding application due to the impact of Search and Social Media in today's marketing plans is very exciting.

Let me know what you think — especially any ideas to help it grow: gwhite@njpa.org or (609) 406-0600, ext. 30.

NJPA Hotline answers your legal questions

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

Q Are the resumes of unsuccessful candidates for a superintendent position exempt from disclosure? Is the resume of the person appointed to the position exempt from disclosure? If not, when is it accessible — when the contract is signed or when the person actually starts working in that position?

A Pursuant to Governor McGreevey's Executive Order 26:

No public agency shall disclose the resumes, applications for employment or other information concerning job applicants while a recruitment search is ongoing. The resumes of successful candidates shall be disclosed once the successful candidate is hired. The resumes of unsuccessful candidates may be disclosed after the search has been concluded and the position has been filled, but only where the unsuccessful candidate has consented to such disclosure.

The date on which the successful candidate is "hired" is the date on which he or she enters into a contract for the position, even if that is well before the start date.

Q What are the requirements for publishing a Board of Education notice?

A Notices published by Boards of Education are required to be published in newspapers that meet the requirements for running such legal notices. See *N.J.S.A. 35:1-2.1*. In order to know in which specific newspaper the notice must be published, one must look to the type of notice. For example, when publishing a notice of public hearing and budget, the Board of Education must publish notice in at least one newspaper published in the district and if no newspaper be published therein, then in at least one newspaper circulating in said district not less than four days prior to the date fixed for the public hearing. See *N.J.S.A. 18A:22-11*.

Q What section of New Jersey Statutes applies to advertising Sheriff Sales?

A The section of New Jersey Statutes that deals with the advertising of Sheriff Sales is *N.J.S.A. 24:61-1*

Q What does the provision in *N.J.S.A. 35:1-2.2*, that states that a newspaper carrying legal notices must be "printed and published" in New Jersey mean?

A A newspaper will only have one place of publication. *Courier Post v. County of Camden*, 413 N.J. Super. 372 (App. Div. 2010) held that: where the paper copies of the newspaper are printed on newsprint with news ink on printing presses outside of New Jersey; the activities central to the creation and production of the newspaper are headquartered outside of New Jersey; the main address, executive offices and newsroom are located outside of New Jersey; the principal site of writing and editing, newsgathering and advertising is outside of New Jersey; and the systems and technology support, finance, marketing and promotion operations, circulation, administration, human resources, prepress operations, facilities to maintain its online product, general and administrative employees and graphic artists are all located outside of New Jersey; the newspaper is not "printed and published" in New Jersey.

The courts will focus on where the center of the newspaper's operation is located and where the bulk of the work is performed. In other words, courts will look to where the newspaper is "given to the world."

InPrint (ISSN 1067-5132)

Published 4 times annually for \$15 per year by New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019. Periodicals postage paid at Trenton, NJ, and additional mailing offices. POSTMASTER: Please send address changes to: *InPrint*, New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019.

— Continues on Page 7

Top ad and editorial winners honored

NJPA's annual awards evenings brought together journalists, photographers, sales representatives and artists to celebrate their accomplishments.

The Advertising Awards Celebration, honoring retail, classified and online advertising winners, was held April 11 at The Hamilton Manor. Press Night, honoring editorial, photography and online winners, was on April 25.

Attendance for both events was up significantly for the third year in a row.

The glow from the celebrations continues on Facebook and NJPA's website.

Photos are available on NJPA's Facebook page. Lists of winners and the awards presentations shown at the events are on NJPA's website, njpa.org.

Ad Celebration

The Advertising Celebration featured a new format which was praised enthusiastically by attendees. An extended cocktail hour allowed plenty of time to mingle with colleagues and enjoy the hearty hors d'oeuvres. Dessert and coffee were served at tables during the awards presentation ceremony.

Another popular new idea was door prizes ranging from \$100



AWARD WINNER Jullian Bao, a senior at J.P. Stevens High School, receives the Bernard Kilgore Memorial Scholarship from NJ Press Foundation Director John O'Brien and Bernard Kilgore's son Jim, who is the publisher of *The Princeton Packet*.

gift cards to tickets for Yankees and Trenton Thunder baseball games, to concerts by Fleetwood Mac and Andrea Bocelli, to weekend getaways and golf outings, to an iPad Mini.

Door prize donors included the *Asbury Park Press*, Bowling Green Golf Club, Calkins Media, Ed Efczak of Customers by Design, Greater Media Newspapers, Ron Morano of JCP&L/FirstEnergy, the Marriott Princeton Forrestal Village, Metro Creative Graphics, Nassau Inn

of Princeton, North Jersey Media Group, The Palm Restaurant of Atlantic City, Recorder Community Newspapers, *The Star-Ledger*, *The Times* of Trenton, Tropicana Resort & Casino, and *The West Essex Tribune*.

Gibbons, P.C., sponsored the evening's entertainment, comedian Mike Bova.

General Excellence Awards

Award points are tallied and General Excellence Awards go to category winners—those newspapers earning the highest totals.

The Star-Ledger received two General Excellence Awards for Dailies Over 35,000 circulation — Advertising and Editorial.

For Dailies Under 35,000, *The Trentonian* earned the advertising General Excellence Award and *Burlington County Times* received the editorial award.

The SandPaper earned the advertising General Excellence Award for weekly newspapers. The editorial awards went to *The Montclair Times* for Weeklies Over 6,500 circulation, and the *Verona-Cedar Grove Times* for Weeklies Under 6,500.

In the photography contest, the Best of Show award went to Amy Newman of *The Record*, Bergen County, for her Feature Picture Story, "Picking Up the Pieces — Seaside Heights."

NJPA thanks SmallTownPapers, Inc., for sponsoring both awards events.

Find good people.

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

Dawn is associate publisher for Staten Island Advance

Keith Dawn, most recently publisher and chief operating officer at The Press of Atlantic City Media Group, has become associate publisher at the *Staten Island Advance*.

He has day-to-day operating responsibility for the advertising, circulation, accounting, production and information technology departments.

The newsroom will continue to report through Editor Brian J. Laline to Advance Publisher Caroline Harrison.

"Keith brings with him a proven track record of success in sales, marketing, operations and digital initiatives," said Ms. Harrison. "He will play a key role in ensuring a healthy, long-term future for the *Advance*."

Dawn said, "*The Advance* is a great local paper and has so much history with the area. I look forward to getting involved with the community and work-

ing with the team of wonderful people at the *Advance*."



Keith Dawn

Dawn began his career in advertising in 1985, after graduated with a bachelor's degree in journalism from Radford University in Virginia.

He has worked at The Journal Newspapers, an independent daily newspaper group in suburban Washington; for Gannett outside Pittsburgh; for The Journal Register Company in Norristown, Pa., and Chester County, Pa.

He became ad director in Atlantic City in 1996, became general manager in 1999, and Publisher/COO in 2001.

Dawn has served New Jersey Press Association's board of directors and as its president in 2005. He also has been active in many other community and industry organizations.

Dawn and his wife Jessica have two sons, Miles and Alex.

NJMG selected to produce Super Bowl XLVIII magazine

The NY/NJ Super Bowl Host Committee has selected North Jersey Media Group to help publish the committee's commemorative magazine. NJMG will assist in editorial, design, ad sales, printing and distribution.

150,000 copies of the magazine will be distributed at hotels and other locations prior to Super Bowl XLVIII, at MetLife Stadium on February 2, 2014.

The magazine will give background on the big game, the first ever played in the New York/New Jersey region and in an open-air venue in a cold-weather city. It also will inform visitors about places to eat, shop and

visit during their stay.

Proceeds from the magazine benefit the host committee's Snowflake Youth Foundation, which aims to transform after-school facilities for youth in the New Jersey and New York metro area.

The host committee's mission is to create a memorable Super Bowl week for all—residents, visitors, businesses, team owners and sponsors—and to showcase the region as a venue for big events.

NJMG publishes *The Record*, *Herald News*, northjersey.com, and more than 40 community newspapers and magazines.

NJMG's new digital division

North Jersey Media Group has created a new division within the company, focused exclusively on providing its clients with digital services—Digital Solutions. It will provide a full array of digital offerings including creative services, ad placement, consultative services on behavioral and geo targeting, email and mobile

marketing, social media, search engine optimization and reputation management.

Marc McGuigan, director of the division, said, "We have a one-stop shop for our clients. We can analysis their business and help determine which product or combination of products will best serve their needs."

Digital Preservation Speaks VOLUMES

Protect and Share
Digitally preserve
your newspapers
and bound volumes



www.ArchivalInABox.com

ArchivalInABox

The newspaper archive scanning service from SmallTownPapers™



NJPF Update

John J. O'Brien
Director
New Jersey Press Foundation

A short history

Sometimes people ask, "What is the N.J. Press Foundation?" Here's what I tell them...

Our foundation is the "educational wing" of the New Jersey Press Association. Our programs support the important American precepts of a free press; of informed citizen involvement in open elections; and of honest and ethical government.

Each year the NJPF awards a variety of college internships and scholarships to student journalists. We also support the activities of New Jersey's high school and college press associations, particularly through our annual Collegiate Better Newspaper Contest. We organize collegiate newspapers and websites to publicize and participate in special projects. One example was the 2010-2011 Rutgers University class that reported on "The Children of 9-11" on the 10th anniversary of the 9/11 attacks.

These activities are designed to increase the quality of New Jersey newspapers and new media by encouraging talented college students to pursue journalism careers and by encouraging young people to read, write, and participate in the process of informing the public.

The Foundation was founded in 1963 and adopted its current name in 1985.

Its first endowed journalism scholarship honored the late Richard Drukker, publisher of the *Herald-News* of Passaic, and an NJPA past-president. Each year it is awarded to a journalism student at Montclair State University.

Another scholarship was created in 2001 by the family and friends of the late Bernard Kilgore, former publisher of *The Princeton Packet* and chairman of Dow Jones and Co. It is presented to the N.J. High School Journalist of the Year.

The oldest general scholarship was begun in 1926 by Isaac Roth, who was a news carrier for the *Newark Daily News* in his youth. For many years it assisted news carriers and their children across the state. The fund was modified in 2012 to include internships in the circulation and business departments of NJPA members.

In 1993, the Foundation began funding six- and eight-week newsroom internships at New Jersey dailies, weeklies and digital newsrooms. The most recent Internship fund was established in 2008 to honor Malcolm Borg, chairman and owner of North Jersey Media Group. His family and friends created the Mac Borg New Media Internship. Currently eight college students are working in Garden State newsrooms for the summer.

As the part-time director of NJPF, I administer its programs, review new ideas and serve as a liaison between NJPA and the state's student press associations. Put another way... I come to work three days a week... and give away money!

It's a tough job, but someone has to do it!

A thank you from D.C.

Here's a report from the "where-are-they-now?" department. Every so often at the N.J. Press Foundation we receive a letter from a previous scholarship/internship winner, updating us on their career and accomplishments.

Here's one from Stephanie Dazio, Bernard Kilgore Scholarship winner in 2009, who also won a competitive 2011 internship at *The Star-Ledger*.

* * *

Dear Mr. White and Mr. O'Brien,

I just finished college and I wanted to send you a quick note about my endeavors since being named the New Jersey High School Journalist of the Year in 2009.



Stephanie Dazio

I graduated from American University in Washington, D.C., with magna cum laude honors. Over my four years, I worked at the student newspaper as a writer, editor and mentor, and in-

terned at the Student Press Law Center, *The Washington Post*, *The Star-Ledger* and *The Durango Herald*. I majored in print journalism and the interdisciplinary CLEG (Communications, Legal Institutions, Economics and Government). I have covered student journalism, campus development, political and local beats through my work. I will spend this summer in D.C. as a Metro intern for *The Washington Post*—my third internship with the newspaper.

I still keep in close contact with my high school journalism adviser, Andi Mulshine, of Communications High School. She's the reason I'm in the journalism industry, and I will never be able to thank her enough for changing my life.

The Bernard Kilgore Memorial Scholarship and the Bob Stevens Memorial Scholarship, and later an NPF-funded internship at *The Star-Ledger*, have truly helped me realize that I want to be a reporter for the rest of my career. I have been reporting since I was 16, and my resolve has only been strengthened to stay in this business.

Scholarships like yours are so important to young journalists, and I can't express how much of a difference it made in my life. If I can ever be of assistance to the NJPA, NJPF or GSSP, I would be more than happy to help.

Best,
Stephanie Dazio

Roth internship winner

Ian Wenik, of Short Hills, is the first winner of the newly-revamped Isaac Roth Media Business/Circulation Internship.

A sophomore at the University of Pennsylvania, he is serving his paid summer internship at the Hudson Reporter Newspapers in Hoboken.

The internship is awarded from a trust fund established in 1926 by the estate of Isaac Roth, who before becoming a successful businessman was a newspaper carrier for the old *Newark*



Ian Wenik

Daily News. Management of the fund was transferred to New Jersey Press Foundation in 1983.

Through last year, application for the Isaac Roth scholarship was limited to youth and adult newspaper carriers or the children

of adult carriers.

Now a paid summer internship, it is open to New Jersey business and media students. The change caused interest to blossom and this year the number of applications rose dramatically.

Student-run paper 'most outstanding'

The Outlook, Monmouth University's student-run newspaper, is the "most outstanding" college paper in the nation, according to judges in a contest run by the American Scholastic Press Association.

It is the second time in four years the paper has earned this award. It took first place "with special merit."

The ASPA competition considers content coverage, page design, general plan, art, advertising, editing and creativity. *The Outlook* scored 955 out of a possible 1,000 points, with perfect scores in content coverage, illustration, and creativity.

One judge wrote, "You have an excellent school newspaper, which shows the creativity and journalistic knowledge of your

editors, reporters, writers, photographers, layout/graphics designers, and adviser."

"It's a bit of an unreal feeling. I never really expected as a freshman entering the newsroom, that I would end up editing the paper and we would gain national recognition," said Brett Bodner, editor-in-chief.

He said he learned a lot by serving as managing editor under Gina Columbus, who is now a reporter at the *Asbury Park Press*.

"I have a really good staff," he said, although one problem was learning how to manage 12 editors and their writers, and how to treat friends as staff members.

Stepping into the editor's job now will be junior Jacklyn Kouefati, this year's managing edi-

tor. Her goal is to win the ASPA award again.

"We try not to be satisfied with 'good enough,'" said Adviser John Morano.

"Great students in a good environment will do wonderful things. ... A very skilled office manager, experienced graduate assistants, faculty and administration who make themselves available as sources and so many others all contribute to the paper's efforts."

University President Paul G. Gaffney II, an avid reader of the paper, said, "It (the award) sets us apart as a serious paper that ... covers news like a real paper."

Send InPrint your news!

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

GistCloud New Jersey

Continues from Page 1

for press associations given the static nature of our old services," says White.

"But we will soon see multi-state, regional, and national press release revenue directly benefiting our members; as well as providing better service and results for our in-state press release customers and prospects."

"Today's press release industry is one that's ripe for innovative disruption," says GistCloud CEO Brian Cafferty. "In early conver-

sations with George, it became apparent press associations have lacked what GistCloud has: an innovative, rock-solid, digital press release service platform.

And it was just as apparent that GistCloud lacked what press associations have long had — credibility as member-owned trade associations, and unmatched reliability in the accuracy of their news media distribution.

That's what turned on the light-bulb for us both."

What's the most exciting thing

for NJPA about the initiative? "It's simple," says White. "Due to newsroom ethics, the billion dollar press release industry business model has not benefitted news organizations financially. But now, with state press associations able to be out front as trusted industry-owned facilitators, that's about to change."

For more information about GistCloud New Jersey, contact George White at gwhite@njpa.org, or Diane Trent at dtrent@njpa.org.

New scholarship for 2014

Continues from Page 1

establish the scholarship which will awarded beginning in 2014.

John J. O'Brien, director of the foundation, said, "We appreciate Mrs. West's generosity in establishing this meaningful scholar-

ship for budding young journalists. It will be a tremendous aid to deserving students."

The David E. West Scholarship joins a growing number of scholarships and internships administered by NJPF, which is the

charitable arm of NJPA.

For more information about NJPF scholarships and internships, go to www.njpa.org/foundation, or contact O'Brien at (609) 406-0600, ext. 13, or jjjobrien@njpa.org.



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

Digital dollars growing

Good news — we've met our budget through June!

For the first 6 months of 2103, ad revenue has tallied precisely as we projected.

Although NJNN display ad revenue is lagging somewhat, the 2x2 network continues to soar and that is balancing the scales. Statewide classifieds are trending just about even to goal.

Which leads me to elaborate on that other category of ad revenue: "Web."

In May, NJNN began facilitating a small portion of the significant digital campaign from the NJ Economic Development Authority. Suddenly our Web revenue bucket is being replenished!

While the NJ EDA's agency is working with multiple digital networks, they turned to NJNN as a trusted resource to place ads on newspaper.com sites.

Coordinating its "Stronger Than The Storm" 3-month campaign has not been without challenges. Our buy involves 14 websites with varied inventory and several different reporting tools. Knowledgeable and supportive account execs and ad opp teams at NJPA-member newspapers have worked tirelessly to ensure customer satisfaction. With their help, NJNN's sophistication for serving digital customers is surging and we are positioning ourselves to capture greater dollars from this growing revenue segment.

At the cusp of this emergence as a serious player in the digital network world, we are preparing for the maternity leave of NJNN's Major Account Specialist, Jennine Remington, who is expecting her second child in July. A full-time, experienced temp will come onboard soon.

Other developing projects include:

- Converting to a new web-based software program for generating insertion orders and billing.
- Pursuing political ad dollars for the special U.S. Senate primary and election, and for the general election campaigns this fall.
- Relocating the NJPA office by the end of the summer.

Many thanks to ad staffs statewide for your continued patience, cooperation and support!

Here's wishing all of you a super summer of revenue and the time for relaxation!



is when your advertisers need complete multimedia solutions.

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.

Find out more now! Go online to metrocreativeconnection.com/e-connect, email service@metro-email.com, call **800-223-1600**, or **scan the QR code** to see how you can immediately implement and benefit from Metro e-Connect.

Metro e-Connect

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

NJPAOW2013



NJ Advertising made easy!

From classifieds to large campaigns to website ads, NJNN is the first stop for statewide newspaper advertising.

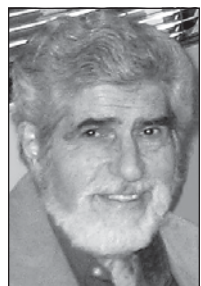
New Jersey Newspaper Network

A service of New Jersey Press Association • WWW.njpa.org

Contact Amy Lear • 609-406-0600 x15 • aclear@njpa.org

Jerry Aumente trains Mozambique journalists

Jerry Aumente is still hard at work helping journalists around the world.



Jerry Aumente

This time the distinguished professor emeritus from Rutgers is designing the curriculum for a series of new health journalism courses in the African nation of Mozambique.

A former Portuguese colony of 25 million, it lies along Africa's southeastern coast, opposite the island of Madagascar. At 310,000 square miles it is twice the size of California. Mozambique's health challenges are exacerbated by poverty, low literacy, a high incidence of AIDS, and the after effects of a long civil war.

Aumente is special counselor to the dean in the School of Communication and Information at Politecnica University in the capital city of Maputo, at the southern tip of Mozambique. His work is part of a US Agency for International Development-supported program developed by Johns Hopkins University.

After consulting with faculty, administrators and journalists in Mozambique, he designed a new cluster of courses including an introductory health journalism course, an advanced multimedia production course, and a senior seminar in health journalism.

Translated into Portuguese, the courses will interact with other initiatives, including a new health journalism website and a new radio station at Politecnica University that is part of the overall health journalism initiative, Aumente said.

"With the Internet and newer media transforming the landscape for health news and information, our suggested curriculum encourages a fresh approach to reporting and analysis of major stories such as AIDS prevention, while also introducing journalism strategies that promote overall health care awareness," Aumente said.

"The hope is that this curriculum will provide a template for advanced health journalism development in the entire region of Africa around Mozambique."

75% of young adults who read newspaper content for teens when they were 13 to 17 years old currently read their local paper at least once a week.

Of young adults who didn't read a teen section, only 44% now read their local paper.

—NAA Foundation, 2007

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!

AAA Mid Atlantic
700 Horizon Drive
Hamilton, NJ 08691
(609) 570-4131
Fax (609) 570-4075
www.aaa.com
Tracy Nobel
tnobel@aaamidatlantic.com

AAA New Jersey Automobile Club
1 Hanover Road, PO Box 698
Florham Park, NJ 07932
(973) 245-4838
Fax (973) 245-4855
www.aaa.com
John Garubba
jgarubba@njac.aaa.com

Advocate Publishing Corp.
The Catholic Advocate, NJ Catolico
171 Clifton Avenue, PO Box 9500
Newark, NJ 07104
(973) 497-4201
Fax (973) 497-4192
www.rcan.org/advocate
Marge Pearson-McCue
pearsoma@rcan.org

Amandla
PO Box 7030 WOB
West Orange, NJ 07052
(866) 262-6352
Ernest Kwabena Opong
amandlanews@yahoo.com

Annlo Communications
1824 Annlo Lane
Vineland, NJ 08361
(856) 641-2136
www.annlocommunications.com
Charles Nutt
cwnutt@annlo.com

The Associated Press
50 West State Street, Suite 1114
Trenton, NJ 08608
(609) 392-3622
Fax (609) 392-3531
www.ap.org/nj
Sally Hale
shale@ap.org

Athlon Sports
2451 Atrium Way, Suite 320
Nashville, TN 37214
(615) 440-5522
www.athlonsports.com
Jerry Lyles
jerry.lyles@athlonsports.com

Bartash Printing, Inc.
5400 Grays Avenue
Philadelphia, PA 19143
(215) 724-1700
Fax (215) 724-3313
www.bartash.com
Michael Karff
mkarff@bartash.com
Eric Roberts
eroberts@bartash.com

Box of Joe Consulting
16 Waterbury Court
Allentown, NJ 08501
(862) 223-1992
Joseph L. Cavone
BoxOfJoeConsulting@gmail.com

Brown & Connery LLP
360 Haddon Avenue, PO Box 539
Westmont, NJ 08108
(856) 854-8900
Fax (856) 858-4967
www.brownconnery.com
Stephen DeFeo
sdefeo@brownconnery.com

CBA Industries Inc.
669 River Road
Elmwood Park, NJ 07407
(201) 414-5200
Barry Schiro
baschiro@cbaol.com

The College of New Jersey
PO Box 7718
Ewing, NJ 08628
(609) 771-2793
Fax (609) 637-5112
www.tcnj.edu
Donna Shaw
shaw@tcnj.edu

Community News Service LLC
Hamilton Post, Ewing Observer, Trenton Downtowner, Lawrence Gazette, Robbinsville Advance, Hopewell Express, Princeton Echo, Bordertown Current,
www.mercerspace.com
15 Princess Road, Suite K
Lawrenceville, NJ 08648
(609) 396-1511
Fax (609) 396-1132
www.communitynewsnj.com
James Griswold, co-publisher
jamie@mercerspace.com
Tom Valeri, co-publisher
tom@mercerspace.com

Community Publications
1338 Highway 36
Hazlet, NJ 07730
(732) 739-8689
www.mycommunitypublications.com

Vin Gopal, vgopal@mycommunitypublications.com
Cliff Moore, comoore@mycommunitypublications.com

The County Seat
77 Hudson Street, 2nd Floor
Hackensack, NJ 07601
(201) 488-5795
Fax (201) 343-8720
Gail Zisa
gail@cntyseat.com

The Courier Times Publishing Co.
The Courier Times
The Jersey Times
16 Park Avenue, Suite 201
Rutherford, NJ 07070
(201) 729-9500,
Fax (201) 729-9503
www.thecouriertimesnews.com
James Adams, Jr., publisher
Virginia.Tacon,assoc.publisher@thecouriertimesnews.com

The Criterion News Advertiser
87 Forrest Street, PO Box 4278
Metuchen, NJ 08840-4278
(732) 548-8300
Fax (732) 548-8338
www.criterionnews.com
Christopher Crane
info.criterion@verizon.net

Customers By Design
9-01 Arnot Place
Fair Lawn, NJ 07410
(802) 282-6700
Edward J. Efchak
eefchak@gmail.com

Direct Printing and Mailing Services
45 Dutch Lane
Ringoes, NJ 08551
(908) 806-3700
Fax (908) 806-7670
Jack O'Rourke
directprint@aol.com

Dow Jones News Fund
PO Box 300
Princeton, NJ 08543-0300
(609) 452-2820
Fax (609) 520-5804
www.newsfund.org
Richard Holden
djnf@dowjones.com

Evergreen Printing Company
101 Haag Avenue, PO Box 786
Bellmawr, NJ 08031
(856) 933-0222
Fax (856) 933-2972
www.egpp.com
John Dreisbach
jdreisbach@egpp.com

The Gazette Newspaper
343 Boulevard
Hasbrouck Heights, NJ 07604
(201) 288-8656
Fax (201) 288-7215
Fritz Rethage
fritz@hasbrouck-heights.com

Gibbons P.C.
One Gateway Center
Newark, NJ 07102-5310
(973) 596-4863
Fax (973) 639-6267
Thomas Cafferty
tcafferty@gibbonslaw.com
Nomi Lowy
nlowy@gibbonslaw.com
Lauren James-Weir
lames-weir@gibbonslaw.com

Gunther Publishing Enterprises
The Monmouth Business Times, The Monmouth Family Times, The Middlesex Family Times, The Ocean Family Times, The Millstone Times
151 Highland Ridge Road
Englishtown, NJ 07726
(732) 995-3456
www.themonmouthfamilytimes.com
Cami Gunther
tmft@optonline.net

HarrisonRand
6823 Bergenline Avenue
Guttenberg, NJ 07093
(201) 869-7555
Fax (201) 861-5609
www.harrisonrand.com
Daryl Rand
drand@verizon.net

ICAP Delivery, Inc.
435 East Main Street, Suite 101
Denville, NJ 07834-2533
(973) 625-4227
Fax (973) 625-6931
www.ICAPDelivery.com
Joseph Paci
jpaci@icapdelivery.com

Insurance Specialties Services, Inc.
946 Town Center
New Britain, PA 18901
(215) 918-0505
Fax (215) 918-0507
Toll free: (800) 533-4579
Kathy Liney
administrator@ISSISVS.com

Jersey Central Power & Light / FirstEnergy
300 Madison Ave., PO Box 1911
Morristown, NJ 07962-1911
(973) 401-8097
Fax (330) 315-8941
www.firstenergycorp.com
Ronald Morano
rmorano@firstenergycorp.com

Kean University
1000 Morris Avenue
Hutchinson Hall, 2nd Floor
Union, NJ 07083-0411
(908) 737-3410
Fax (908) 737-4636
www.kean.edu
Audrey Kelly
aुकelly@kean.edu



609/570-4131
Cell 609/306-2523
Fax 609/570-4075
tnoble@aaamidatlantic.com

700 Horizon Drive
Hamilton, NJ 08691

Tracy E. Noble
Manager, Public &
Government Affairs

CCNJ

For information about New Jersey's largest manufacturing industry, call the:

Chemistry Council of New Jersey

www.chemistrycouncilnj.org

150 West State Street (609) 392-4214
Trenton, NJ 08608 fax (609) 392-4816



Fleet of 24-ft. Trucks & Cargo Vans

Joseph Paci, Owner

Warehouse & Offices:
435 East Main Street, Suite 101, Denville, NJ 07834
Phone: 973-625-4227 • Fax: 973-625-6931
Email: jpaci@icapdelivery.com
Website: www.ICAPDelivery.com

Member
NJPA

Kreischer Miller
100 Witmer Road
Horsham, PA 19044
(215) 441-4600
Fax (215) 672-8224
www.kmco.com
Richard Synder
rsnyder@kmco.com

Kruger Pulp & Paper Sales, Inc.
107 Country Club Drive
Rochester, NY 14618
(585) 385-0027
Fax (585) 385-0028
www.kruger.com
Rick Rumble
rick.rumble@kruger.com

Latinos Unidos de Nueva Jersey
190 Hickory Road, Box 1082
Jackson, NJ 08527
(732) 534-5959
Fax (732) 942-6633
www.lunj.net
Jorge A. Rod
lunj@optonline.net

Metro Creative Graphics, Inc.
519 Eighth Avenue
New York, NY 10018
(800) 223-1600
Fax (212) 967-4602
www.metrocreativegraphics.com
Gwen Tomaselli
gtomaselli@metro-email.com

**Monmouth University
Department of Communication**
400 Cedar Avenue
West Long Branch, NJ 07764
(732) 571-3449
www.monmouth.edu
Chad Dell, chair
cdell@monmouth.edu
John Morano, newspaper advisor
morano@monmouth.edu

The Montclair Dispatch
423 Bloomfield Avenue
Montclair, NJ 07042
(973) 509-8861
Fax (888) 290-2382
www.montclairdispatch.com
Scott Kennedy
Pilar Kennedy
newsdesk@montclairdispatch.com

Montclair State University
One Normal Avenue
Montclair, NJ 07043
(973) 655-4334
Fax (973) 655-7382
www.montclair.edu
Paula Maliandi
maliandip@mail.montclair.edu

**New Jersey Association of
School Administrators**
920 West State Street
Trenton, NJ 08618
(609) 599-2900
Fax (609) 599-9359
www.njsa.net
Anne Gallagher
agallagher@njsa.net

New Jersey Broadcasters Assn.
348 Applegarth Road
Monroe Twp, NJ 08831-3738
(609) 860-0111
Fax (609) 860-0110
www.njba.com
Paul S. Rotella
protella@njba.com

New Jersey City University
Office of Public Information and
Community Relations
2039 John F. Kennedy Boulevard
Jersey City, NJ 07305-1597
(201) 200-3426
Fax (201) 200-2168
www.njcu.edu
Ellen Wayman-Gordon
ewaymangordo@njcu.edu

**New Jersey Council
of County Colleges**
330 West State Street
Trenton, NJ 08618
(609) 392-3434
Fax (609) 392-8158
www.njccc.org
Jacob C. Farbman
jfarbman@njccc.org

**New Jersey Education
Association**
180 West State Street
PO Box 1211
Trenton, NJ 08607-1211
(609) 599-4561
Fax (609) 392-6321
www.njea.org
Steve Wollmer
swollmer@njea.org

New Jersey Family
480 Morris Avenue
Summit, NJ 07901
(908) 277-1919, ext. 105
Fax (908) 277-1977
www.njfamily.com
Cindy Mironovich
publisher@njfamily.com

New Jersey Hospital Association
760 Alexander Road, PO Box 1
Princeton, NJ 08543
(609) 275-4069
Fax (609) 275-4273
www.njha.com
Kerry McKean Kelly
kmckean@njha.com

**New Jersey School Boards
Association**
413 West State St, PO Box 909
Trenton, NJ 08605-0909
(609) 278-5202
Fax (609) 695-0413
www.njsba.org
Frank Belluscio
fbelluscio@njsba.org

Newark Bears
450 Broad Street
Newark, NJ 07102
(973) 848-1000
www.newarkbears.com
Pete Spiewak
pspiewak@newarkbears.com

NYNJSports.com
11 Mabro Drive
Denville, NJ 07834-9607
(973) 366-3622
Fax (973) 366-3622
www.nynjsports.com
Michael R. Cohen
mcohen07834@yahoo.com

PolitickerNJ.com
Poligravity Media, LLC
321 West 44th Street, 6th Floor
New York, NY 10036
(212) 407-9326
Fax (212) 753-2751
www.politickernj.com
Zach Silber
zach.silber@politickernj.com

**Publishers Circulation
Fulfillment Inc.**
502 Washington Ave., Suite 500
Towson, MD 21204
(410) 821-4545
Fax (410) 821-3620
www.pfcorp.com
Jerry Giordana
jerryg@pfcorp.com

Publishing Group of America
American Profile, Relish, Spry
341 Cool Springs Blvd, Suite 400
Franklin, TN 37067
(615) 468-6000
Trenton, NJ 08610
www.americanprofile.com
www.relish.com
www.spryliving.com
Steve Smith
ssmith@pubgroup.com

Rfm Printing, Inc.
1715 Route 43, PO Box 1430
Wall, NJ 07719
(732) 938-4400
Fax (732) 751-2601
www.rfmprinting.com
Daria Kenny-Little
dkenny-little@rfmprinting.com
Mike Surowiec
msurowiec@rfmprinting.com

Rider University
2083 Lawrenceville Road
Lawrenceville, NJ 08648-3099
(609) 896-5192
Fax (609) 895-5440
www.rider.edu
John Lenox
jlenox@rider.edu

Rowan University
Department of Journalism
Bozorth Hall, 201 Mullica Hill Rd
Glassboro, NJ 08028
(856) 256-4132
www.rowan.edu
Kathryn Quigley
quigleyk@rowan.edu

**Rutgers, The State University
of New Jersey, School of
Communication & Information**
4 Huntington Street
New Brunswick, NJ 08901
(732) 932-7500, ext. 8013
Fax (732) 932-6916
www.cominfo.rutgers.edu
Jorge Reina Shement
cominfo.dean@rutgers.edu

**Seven Mile Times and
Creative LLC**
Seven Mile Times, Sea Isle Times
3289 Ocean Drive, PO Box 134
Avalon, NJ 08202
(609) 967-7707
Fax (609) 967-7710
www.sevenmiletimes.com
www.seaisletimes.com
Monica Coskey
mcoskey@7miletimes.com

SmallTownPapers, Inc.
217 West Cota Street
Shelton, WA 98584
(360) 427-6300
Fax (360) 427-6302
www.smalltownpapers.com
Paul Jeffko
paulj@smalltownpapers.com
Carter Cheston
carter@smalltownpapers.com

Strategic Content Imaging
100 Castle Road
Secaucus, NJ 07096
Office (201) 935-3500
Cell (973) 248-7942
Fax (201) 935-1493
www.sciimage.com
Keith Puzio
kpuzio@sciimage.com

W.B. Grimes & Company
David Slavin, senior associate
59 Manor Square
Sparta, NJ 07871
(973) 729-7299
david8371@aol.com
Larry Grimes, president
(301) 253-5016
lgrimes@mediamergers.com

West Windsor-Plainsboro News
12 Roszel Road, Suite C-205
Princeton, NJ 08540
(609) 243-9119
Fax (609) 243-9020
Richard Rein
rein@wwpinfo.com

White Birch Paper Company
23-05 Watkins Avenue
Fair Lawn, NJ 07410
(201) 921-0339
Fax (201) 791-4223
Dick Tabbachino
dicktabbachino@whitebirchpaper.com, or
80 Field Point Road
PO Box 3443
Greenwich, CT 06830
(203) 661-3344,
Fax (203) 661-3349
Leighton Jordan
leightonjordan@whitebirchpaper.com

Wrubel Communications
12-32 River Road, PO Box 1311
Fair Lawn, NJ 07410
(201) 796-3331
Fax (201) 796-5083
Charlie Wrubel
chasnews@aol.com

New NJPA members

NJPA welcomes two new Associate Members, approved by the board of directors at its April meeting.

The Montclair Dispatch, a weekly news publication that started in January, is available in print in Montclair and online at www.montclairdispatch.com.

Pilar Kennedy and Scott Kennedy are co-publishers. To contact them, call (973) 509-8861 or send email newsdesk@montclairdispatch.com.

The Newark Bears is an independent professional baseball team. It traces its roots to the early 1900s. In 1950, the franchise was sold to the Chicago Cubs, renamed and moved to Springfield, Massachusetts. But nearly 50 years later, in 1998, the Bears were revived in Newark by former Yankee catcher Rick Cerone.

Danielle Dronet is CEO and general manager. Pete Spiewak is the media relations manager. They can be reached at (973) 848-1000 or info@newarkbears.com.

Evergreen wins awards for newspaper printing

Evergreen Printing Co. received five awards in the 2013 Neographics Power of Print competition, sponsored by the Graphic Arts Association. *Women's Wear Daily* won "Best of Category for Daily Newspaper" and the *Jewish Exponent* won "Best of Category for Weekly Newspaper". Evergreen also received three "Franklin Awards of Excellence" for *Financial Times*, *Politico* and *AAA SJ First*.

In a competition sponsored by the Web Offset Association, Evergreen earned first place for "Coldset on Newsprint - Two Color". Additional honors were for *The Record/Columbia University* for "Coldset on Newsprint - Four Color", Dan's Papers for "Bound Combination - Heatset and Coldset", and *Philadelphia Business Journal* for "Non-Daily Newspaper on Newsprint".

Hotline Q&As *Continue from Page 7*

Q Does a real estate ad for an apartment in an owner-occupied, two-family house, which limits the number of people who can rent the apartment, violate New Jersey or federal law?

or flat in a two-family dwelling, the other occupancy unit of which is occupied by the owner as a residence...

Pursuant to the Federal Fair Housing Act, 42 U.S.C. 3603 and 3604, however, it is unlawful to publish an advertisement, with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on familial status.

A Under the New Jersey Law Against Discrimination, a real-estate advertisement cannot discriminate based upon familial status.


However, pursuant to N.J.S.A. 10:5-5(n), the provisions of the New Jersey Law Against Discrimination do not apply to the rental:

(1) of a single apartment

Therefore, while the advertisement may be legal under New Jersey law, it would violate Federal law.

Send InPrint YOUR News!

Email us news about your employees, promotions, new products and other big changes: clangle@njpa.org




New Jersey Education Association
180 West State Street
P.O. Box 1211
Trenton, NJ 08607-1211
Tel.: (609) 599-4561
Fax: (609) 392-6321

Media Relations:
Steve Wollmer Kathy Coulibaly Steve Baker Christy Kanaby



KERRY MCKEAN KELLY
Vice President, Communications
and Member Relations

609-275-4069 ■ Fax 609-275-4273
760 Alexander Road ■ CN-1 ■ Princeton, NJ 08543-0001
www.njha.com



WithumSmith+Brown
A Professional Corporation
Certified Public Accountants and Consultants

One Spring Street
New Brunswick, NJ 08901
Tel: 732.828.1614
www.withum.com

William R. Hagaman, Jr., CPA
James J. Decker, CPA
Partners

Classified Ads!

Advertising/Sales

Advertising Sales Representative

Recorder Community Newspapers is seeking a full time Advertising Sales Representative for Morris County.

Recorder Community Newspapers provides local news, sports and political coverage on the home town level to communities throughout central and Northern NJ.

The ideal candidate will be friendly, outgoing, self motivated and detail oriented.

This full time position offers salary plus commission, paid vacation, plus a 401(k) and benefits package.

Newspaper advertising experience a plus, but will train the right individual.

Salary Plus Commission
Please email your resume with cover letter to: jodonnell@recordernewspapers.com

E-083013

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

Editorial

Associate Producer, Special Projects

The Associate Producer reports to the NJ.com Director of Engagement and will take production ownership of special projects, including the Hurricane Sandy Recovery Scorecard and NJ.com's Groceries Platform. The Associate Producer will also assist with homepage production and other production tasks as assigned.

Job Functions:

- **Sandy Recovery Scorecard**
- Assists in the development and presentation of a Sandy Recovery Scorecard that measures progress in Sandy recovery, holds public officials accountable and gives citizens a voice in the recovery effort
- Works closely with strategic partners in the Scorecard effort to coordinate their contributions and ensure deadlines are met for elements of this special project
- Aggregates and uses Repost.us technology to present the Sandy-related content of others to readers of NJ.com
- Helps manage social media efforts related to the Scorecard and Sandy recovery efforts under the guidance of the social media producer
- Helps coordinate effort of interns and citizens to gather recovery-related data for the Scorecard
- Assists in publicizing town halls or other events to involve citizens in the recovery process

- Monitors engagement results (page views and public interaction) against goals for the Sandy Recovery Scorecard project

- **Groceries Platform**
- Posts third-party recipe and food content to groceries blog
- Works closely with sales team to ensure groceries' partners content is up to date
- Builds and curates daily groceries eNewsletter
- Helps manage social media efforts related to groceries under the guidance of the social media producer
- Other duties as defined

Required Knowledge, Skills and Abilities:

- Proficient in MS Office Suite
- HTML
- Movable Type or equivalent blogging software
- Experience with web-based content management applications
- Early adopter of new technologies, new processes and best practices for creating and maintaining digital content to grow audience
- Results-oriented, with experience in a deadline-oriented environment
- Good communications and problem solving capabilities

Minimum Job Requirements:

- Bachelor's degree from a four-year college or university or equivalent combination of education and experience
- Educational background in journalism, communications or a related field highly preferred
- 2-3 years professional experience writing, producing and packaging digital content
- Ability to work on a flexible schedule if and as needed to provide 24/7 site coverage

To Apply:
Please send cover letter and resume to opportunities@nj.com. An Equal Opportunity Employer

E-083013

Send InPrint your news!

Please email news about your company, people and new projects to: clangle@njpa.org

Local Reporter, Middlesex County

The Local Reporter is responsible for generating dynamic, engaging content Middlesex County for NJ.com and engaging the local community both online and off, through a visible presence on the website and in the assigned county. In addition to interacting with users, the Local Reporter continuously seeks to generate and promote user-generated content.

Job Functions:

Content creation and promotion

- Cover news countywide, both reporting on breaking news and developing enterprise coverage, with a particular focus on an assigned beat in Middlesex County. Combine aggregation with original reporting to produce dynamic coverage for the web.

- Post a minimum of four optimized blog entries daily, including multimedia whenever possible, meant to inform and engage users.
- Help maintain relevant county Facebook pages and Twitter accounts and use them to promote County content; continuously interact with users on those social networks.
- Establish contact with engaged community users; encourage them to contribute to the County pages (via guest blog posts, photos and videos) and highlight their contributions on County pages.
- Collaborate with the NJ.com SEO and SMO producers to ensure best practices are followed relative to the content.

Community involvement

- Maintain an active, regular presence in the community, serving as the face of the effort for NJ.com in Middlesex County
- Establish contact with town newsmakers and leverage those contacts to generate content and promote the County page
- Appear regularly at community events for the purpose of generating information for blog posts, as well as videos and photos
- Other duties as defined

Required Knowledge, Skills and Abilities:

- Working knowledge of New Jersey's structure, systems and geography
 - Strong reporting and writing ability
 - Comfortable working in breaking news situations; understanding of the standards and philosophy of real-time news
 - Proficient in MS Office Suite
 - Experience with web-based content management applications
 - Early adopter of new technologies, new processes and best practices for creating and maintaining digital content to grow audience
 - Results-oriented, with experience in a deadline-oriented environment
 - Good communications and problem solving capabilities
 - Established track record of planning and implementing large-scale digital media projects and growing audience
- Minimum Job Requirements:**
- Bachelor's degree from a four-year college or university and 2 years related experience and/or training or equivalent combination of education and experience

- Educational background in journalism, communications or a related field highly preferred
- Experience covering transportation, real estate and/or business preferred.
- Professional experience writing, producing and packaging digital content in a fast-paced, competitive situation
- Demonstrated ability with producing and editing multimedia
- Ability to work a flexible schedule, as needed, to provide 24/7 site coverage

To Apply:

Please send cover letter and resume to opportunities@nj.com. An Equal Opportunity Employer

E-083013

Management

Vice President, Communications

New Jersey Business & Industry Association (NJBIA) has an excellent opportunity for a dynamic Vice President, Communications with a minimum ten years of writing/editing experience with an association, or other print or social media outlet or PR position. The incumbent will develop, implement and manage external communications programs.

Managing a staff of 4, this position focuses on NJBIA's public image and brand, communicates with Association members and public and functions as press contact for the Association. Key tasks include developing plans for staff to comment in the media and expanding NJBIA social media presence. Other duties include news conferences, management of production of all publications and promotions, speechwriting, design and maintenance of the website, and participation in special events. Also, conducting annual and ad hoc surveys.

Must cultivate excellent relationship with media and attract media attention for legislative positions and attendance for seminars, programs and events.

Required Skills:

- Excellent writing, editing, and speaking skills
 - Skilled in electronic media including: web, email, and social media
 - Ability to thrive in a fast paced, high pressure environment
 - Strong knowledge of the legislative and political process
 - Skilled with Word, Excel, PowerPoint
 - Excellent media relations skills
 - Good administration and management skills
 - Strategic thinker
 - Excellent time management and organizational skills
 - Must meet tight deadlines
- Other Requirements:**
- BA

WANTED NJPA memorabilia

For our archives: Copies of InPrint for years 1991-1998; Membership directories prior to 1980; all NJPA event invitations and programs. Please call Catherine Langley at (609) 406-0600, ext 17, or email clangle@njpa.org

CLASSIFIED ADVERTISING

- 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. 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
September 9

- Must be able to work 40+ hours per week and attend early or evening events in NJ.

To Apply:

A cover letter is required for this position. Please email cover letter and resume to BMCGrane@njbia.org. No phone calls please.

Equal Opportunity Employer. E-083013

NJPA Resume Service

NJPA gets calls from New Jersey newspapers and media companies seeking editors, reporters, ad sales reps and managers. Send us your resume and cover letter, and we will forward it to these companies. (We will not send your package to your current employer.)

To learn more about this FREE service, contact Catherine Langley at 609-406-0600, ext. 17, or clangle@njpa.org with subject line: NJPA Resume



Grow your classified sales

Upsell clients to statewide ads in 125+ NJ newspapers for one low price:

Only \$520

for 25-word classified \$13 per addl. word

Your newspapers keeps \$198 per ad you sell.

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

New Jersey Press Association's Statewide Classified Advertising Network

Why let ad sales slip through your fingers?

Upsell advertisers to statewide coverage

Your ad staff can upsell clients business card-size ads in 120+ New Jersey newspapers that reach more than 3 million readers for just \$1,300 — that's less than \$11 per publication.

Your company earns \$650.00 per ad

For more details, contact Diane Trent at NJPA: (609) 406-0600 ext 24 • dtrent@njpa.org

New Jersey 2x2 Display Ad Network