

GOVERNMENT AFFAIRS COMMITTEE MEETING

January 21 • 11 am
teleconference

NJPA EXECUTIVE COMMITTEE MEETING

February 13 • 10:30 am
NJPA Conference Room
West Trenton

GOVERNMENT AFFAIRS COMMITTEE MEETING

February 25 • 11 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

February 27 • 10 am
NJPA Conference Room
West Trenton

GOVERNMENT AFFAIRS COMMITTEE MEETING

March 25
Location and time TBD

PRESS NIGHT

Editorial & Photography Awards
April 10 • 5-9 pm
The Hamilton Manor

COLLEGE AWARDS LUNCHEON/PROGRAM

April 12 • 10 am–2 pm
Courtyard by Marriott
Cranbury-South Brunswick

ADVERTISING AWARDS CELEBRATION

April 24 • 5-9 pm
The Hamilton Manor

LEGISLATIVE CORRESPONDENTS CLUB SHOW

May 21 • 6-9 pm
The Hamilton Manor

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

Your next issue of *InPrint* will arrive in mid-March. The advertising and editorial deadline is March 3.

Please share *InPrint*

'Recycle' the paper by sharing *InPrint* with others on your staff.



NEW YEAR, NEW LEADERS: (l-r) Steve Parker of New Jersey Hills Media Group is NJPA's chairman for 2014; Brett Ainsworth, *The Retrospect* of Collingswood, second vice president; Stan Ellis, *Burlington County Times*, president; Rich Veza of *The Star-Ledger*, treasurer; and Tom Donovan of the *Asbury Park Press*, first vice president. See the article below for the names of new board members.

NJPA Annual Meeting:

New officers, board for 2014

NJPA members elected the 2014 officers and board of directors at the association's annual meeting on Nov. 15.

Steve Parker, New Jersey Hills Media Group, was elected chairman of the board. Stan Ellis, *Burlington County Times*, was voted in as president of NJPA. This is the second time Ellis has served as NJPA's president. The first was in 2002.

Other elected officers are Tom Donovan, *Asbury Park Press*, as first vice president, representing dailies; Brett Ainsworth, *The Retrospect* of Collingswood, as second vice president, representing non-dailies; and Richard Veza, *The Star-Ledger*, as treasurer.

Joining the board for the first time are Mark Blum, publisher of *The Press of Atlantic City*, who will serve a two-year term; and Brad Koltz, general manager of Packet Media Group, who will serve for one year, completing Ainsworth's unexpired term.

Re-elected to new two-year terms are Bill Murray, *The Trentonian*; Ben Cannizzaro, Greater Media Newspapers; and Joe Gioioso, NJN Publishing.

Continuing on the board are mid-term directors Jim Flachsenhaar, *Asbury Park Press*; Mike Lawson, Community Newspapers of North Jersey Media; and Bruce Tomlinson, *New Jersey Herald*.

Ron Morano, FirstEnergy/JCP&L, and Ed Efchak, Customers By Design, were reappointed to one-year terms as associate directors. Board secretary is Executive Director George White.

For success we must 'Stay nimble, relevant'

Even 18-to-34-year-olds — those elusive darlings of advertisers, those drivers of vital ad dollars — even 18-to-34-year-olds think newspapers and other "legacy media" produce the most reliable and most useful content, whether online or off.

So says Ken Paulson, who has been a new media darling himself since at least 1982, when he was among those Gannett staffers tapped to help create a national newspaper, *USA Today*. He later served as its editor. After stints in broadcast and electronic media, Paulson is an educator now, serving as dean of the College of Mass Communication at Middle Tennessee State University, and is president and CEO of the First Amendment Center. He also created and wrote "Freedom Sings," a musical presentation that celebrates the First Amendment.

Paulson gave an encouraging assessment of what newspapers are doing right, and a pep talk about how to capitalize on it, at NJPA's annual meeting on Nov. 15.

Before he spoke, the 50 members at the luncheon voted in new officers for 2014 and thanked outgoing Board Chair Jen Chciuk, of *The West Essex Tribune*, for her leadership and service. And they recognized Tom Cafferty, NJPA's general counsel, for his forty years of outstanding legal work.

One of the enduring questions for any news publisher, Paulson said, hasn't changed since his days on *USA Today's*

start-up team: "Should we give people what they need or what they want?" The debate continues, he said, well into the digital age.

The truth is, Paulson said, that from now on consumers will get their news — or what each one of us considers to be news — from several, perhaps many, different sources. Those media executives who keep thinking "one day, we're going to figure it out" had better get used to the idea that we're never "going to figure it out" in the classic sense, but must stay nimble and stay ready to reinvent ourselves repeatedly.

The questions linger. Newspapers can't keep giving away content — are pay walls the answer? How can investigative journalism survive? How can newspapers attract the revenue to support costly, high-quality work?

In part, said Paulson, it will be by capitalizing on what they have always done well — good, solid, important, relevant articles.

For instance, he said, everyone assumes that those sought-after 18-to-34-year-olds are lost on the far side of the digital divide and that they will never become customers of "legacy media" such as newspapers. But recent research shows that 60% of even those lost souls recognize that good newspapers and solid broadcasters produce "the real stuff," and that "you get what you pay for." Like their seniors, they respond to the newspaper's traditional strengths of

— Continues on Page 2



Paulson

INPRINT

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A PUBLICATION OF

New Jersey Press Association

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NJPA matters —

Great year ahead

For NJPA, this New Year feels different, even special, but I'll get to that in a moment.

First, let's look back at some of the factors that made 2013 a good year for your association:

- In August we relocated our office to smaller, better space, with a less-costly three-year lease. The entire team, led by IT Manager John Viemeister, completed this move without a hitch.
- It was an incredible 4th quarter for NJNN and the ad networks — enabling NJPA to finish in the black for the third year in a row. Amy Lear, Jennine Remington, and Diane Trent comprise the ad department and they were outstanding in their commitment to serving ad clients and our members. It's truly a team effort as the entire NJPA staff provides support and handles details associated with the ad networks operation.
- This two-year legislative session ends January 14 (thankfully). There were successes, working with several bill sponsors, as well as frustrations and expenses for opposing bills exempting certain public records from OPRA, e.g. traffic summonses and mug shots.
- We launched a new press release service — a digital, 21st century so-



George H. White
Executive Director

lution for New Jersey organizations that need to get their messages out to media of all kinds. GistCloud was launched jointly by New Jersey and California. Twenty-three other press associations have since joined the consortium, providing marketing and distribution muscle, and giving us high hopes that it will become a substantial, and profitable, venture across the U.S. and Canada.

Ready for growth

- For 2014, there is eager anticipation.
- Media marketing specialist Julianne Mangano has joined the staff, giving NJPA those skills on-staff for the first time since 2010. It helps set NJNN apart, particularly in areas of market research and database utilization. Read about Julianne on Page 5. She's ready to make a difference to our business development activities on several levels.
 - Reflected by that hiring, NJPA's board recognizes and embraces the profound "revenue imperative" that

the association faces. While finishing in the black the past three years has been a positive, true revenue growth is essential.

Such growth will ensure that we can employ the excellent services of General Counsel Tom Cafferty and his team at Gibbons, P.C., and of Public Affairs Counsel David Smith and his team at Princeton Public Affairs Group.

Such growth will enhance the professional competencies and capabilities of the NJNN/ad networks team. We are dedicated to revenue growth and to providing professional services for both NJPA members and ad clients alike.

In member services, revenue growth will ensure that NJPA can respond quickly to members' new priorities, and craft new approaches to old ones as appropriate.

In line with our growth commitment, we have restructured staff responsibilities to ensure that Amy Lear and I can make "growth" activities an every-day priority — whether it be in advertising or press releases or new members.

NJPA is fortunate to have an engaged executive committee and board of directors to support and direct the efforts of its staff and volunteers.

2013 was good. 2014 will be great.

For success: 'Stay nimble, relevant' and 'tell the truth'

Continues from Page 1 —
value and credibility. And local newspapers are the most trusted sources of all.

The dramatic leap in tablet use, Paulson said, is an opportunity for newspapers, because more than one third of all tablet owners use them to reach newspaper websites.

"At last, we have a medium that is a natural migration from the newspaper," he said. And kids get this. To promote the idea in his talks at high schools, Paulson asks students to imagine a world where Johannes Gutenberg had invented not movable type, but a digital box — the tablet.

But that's not to say newspapers are dead. It is surprising how positively his young

audiences respond, Paulson said, when he describes to them a wonderful information-delivery device "that is portable, environmentally friendly, porn-free, virus-free, contains no pop-up ads, requires no batteries, needs no plug or outlet or adapter, can break into four separate tablets to share with friends and family members, is scrupulously fact-checked, offers content of integrity and value, and can even be used on airplanes!"

"Eighteen-year-olds get it," he assured his NJPA audience.

And while the days of sky-high profit margins may be gone, he urged the publishers to "know your real value to your community. Your relationship is generations-long."

"Tell the truth," he said, "and do the right thing."

American newspapers have a long-standing responsibility, Paulson said, going back to the Constitution in 1789 and the Bill of Rights in 1791. Freedom of the press is guaranteed in this nation — but large profits are not. Publishers must be financially viable, yes, but a core mission comes with that guarantee. The goal of a free press must be to serve its readers in the pursuit of justice and equality, and with an honest concern for the community.

Where does that leave the profit motive? "Make enough to make a difference," he urged his listeners.

INPrint (ISSN 1067-5132)

Published 4 times annually for \$16 per year by the New Jersey Press Association, 810 Bear Tavern Road, Suite 307, West Trenton, NJ 08628-1022. Periodicals postage paid at Trenton, NJ, and additional mailing offices.

POSTMASTER: Please send address changes to: InPrint, New Jersey Press Association, 810 Bear Tavern Road, Suite 307, West Trenton, NJ 08628-1022.

Notes from NJPA's President

How can NJPA help you?

As many of you know, this is my second tour of duty as president of New Jersey Press Association. My first time around I was fortunate enough to take the reins just as the Open Public Records Act was being signed into law. I had the enviable task of joining in all the celebration at the signing of this historic legislation but admittedly, had little of the headaches as others, like Tom Caferty and John O'Brien, who brought that legislation to fruition.

Fortunately, OPRA remains, despite constant attempts to whittle it down. And public notice advertising, which was under siege then, is still with us, despite constant efforts to put the responsibility in the hands of those least likely to protect its independence and viability.

Many have been instrumental in protecting the public's access to critical information contained in those notices and I thank you. Hopefully, that will not be a priority in this term, but we must remain vigilant.

Another constant from my first tour as NJPA president is, if my somewhat spotty records are accurate, that I am succeeding another Parker as president—of course, first time around it was Liz Parker, Steve's much admired and respected co-publisher.



Stan Ellis
Burlington County
Times

So, there are some similarities between this term and last, but much of what I came into back in 2002 has changed. For example, NJPA's annual meeting was a dinner. We met at the aquarium in Camden that year. That, of course, was a concession to costs as we used to have a conference over two days!

Print ad revenues were moving up (yes, there was a day when that was the case) and we were on the cusp of some great years, especially in auto and recruitment.

The Internet was something we knew we had to wrestle with and make a part of our strategy, but, gosh darn it, things were going so well that we just didn't have time or inclination to give it the attention it needed and really integrate it into everything we did. So we said, hey, let's give it away, and we'll charge the heck out of recruitment, which appears to be gaining some traction.

And social media—what was that? Twitter didn't exist nor did Instagram, Pinterest, Snapchat, or Foursquare.

And Facebook—that was something I heard about near the end of my term from my then-freshman son who was talking about this new site that let him share pictures with his friends! That sounds nice, I remember thinking, but never saw it as the force it would become—my fault!

So, fast forward to 2013 and things have changed dramatically. I won't bore you with all of the gory details as everyone in this room has lived it.

The question is what can we do about it and, specific to our meeting today, what role does NJPA play in helping us all figure it out?

That is what I want to work on over the next year—helping figure out what we need to do and what NJPA can do to help.

Part of that starts with insuring that we have a strong and healthy association.

Earlier today we passed a budget that we believe will keep us on solid financial footing by bringing some new revenue into the organization and investing in our future by reorganizing and adding key staff to help the association and its members get more revenues in 2014.

The association will continue to serve as an advocate for the industry and make sure that hard-won legislation like OPRA stays the law of the state.

We will monitor anything coming out of Trenton that could harm our ability to serve our communities, like public notice legislation, and work tirelessly on your behalf to insure it does not become law.

And, we will vigorously support any legislative efforts to make what we do for our communities better.

We will investigate how we can help our members navigate this brave new world of multi-platform, digital delivery of content through training, identifying best practices and serving as a facilitator for the sharing of ideas.

We will continue to serve as a coordinator for honoring the best our state has to offer through our contests.

And, we will listen. I hope to engage most, if not all, of you, in conversation about how your association can help you.

While I'm not sure I deserve it, I thank the members of the New Jersey Press Association for giving me a second opportunity to serve you. I am humbled and only hope that I can be worthy of this honor you've given me.

Thank you so much!

Notes from NJPA's Chairman

History lesson: It's time to attack

It's been a terrific honor to serve as NJPA president.

The past several years have been a gut-check moment for all of us in the industry. When times were good—and there were a lot of good times—we might—in our endless quest for a better and better bottom line—have forgotten why we got into this line of work.

I have found that what has sustained me—as we stared into the financial abyss more than a few times—is the public service we perform for our communities on many different levels. It's not just a job—it IS a calling—and we forget that fact at our peril. Service on the NJPA board brings that fact into high relief, and I am grateful to have had the privilege to serve this great industry.

I am an optimist about our industry's future. No one does what we do



Stephan Parker
New Jersey Hills
Media Group

as well as we do it. It is still our game to lose. And I am optimistic that the people with whom I serve on the board have the horsepower to win the game. But let's not always play defense. I am a history buff and at bedtime have been plowing through the last volume of William Manchester's biography of Winston Churchill. The other night I fell asleep right as the worst of the London blitz had passed in late 1940. Churchill

was immediately advised by his generals to use what little army and navy he had left to defend the island against an expected land invasion in 1941.

Instead he made the bold move and sent his army and navy to North Africa to attack the Germans in their soft underbelly. The move worked. Field Marshal Bernard Montgomery beat Erwin Rommel, the Desert Fox, at El Alamein, the Germans never invaded England and the rest, of course, is history. Churchill didn't play defense, and his bold move paid off big-time.

I woke up this morning with this on my mind and connected some dots. New Yorker staffer Malcolm Gladwell has recently written a book (*David vs. Goliath*) that puts a name to this seemingly counter-intuitive behavior. It's called the "remote-miss" phenomenon,

and the London Blitz turns out to be a good example. German (Goliath) efforts to terrorize the English (David) had the unforeseen consequence of triggering among unlikely survivors an exhilaration—a sense of invulnerability—that ultimately promoted a willingness by leaders (Churchill) to take the risks necessary—not just to survive—but to produce a successful outcome.

I would characterize ours as a "remote miss" industry. Print media is like London after the Blitz—bloodied but unbowed—and still in the fight of its life. We have survived a terrible shelling—and now we need to channel that "remote miss" exhilaration and take a few calculated gambles to regain the offensive against our pure-play adversaries—especially as we gird for our next battle against "mobile" forces.



NJPF Update

John J. O'Brien
Director
New Jersey Press Foundation

Competent judges make the difference

One thing I've learned since retiring, and then reappearing as your foundation director, is that the greatest need of your foundation, in addition to money, is...JUDGES!

Early each spring we conduct our collegiate better newspaper contest, our expanded summer internship competition and several scholarship competitions. All these programs require judges to read and rate the entries.

My thanks go out to all of you who have volunteered over the years to help pick the winners. It's not an easy task!

But technology has made the process a lot more user-friendly today. Our slick contest software allows judges to download and view contest entries in the sanctity of their own office or home. Some judges recruit co-workers to assist them and make it a team effort. This, too, is easy with the digital format we use. What a change from the days when judges from around the state congregated in a windowless room in some nameless hotel and read entries from 9 in the morning until 5 or 6 at night.

We still receive paper applications for some internships and scholarships. The judging of these is also aided by technology in the form of UPS overnight services. We can have the entries delivered to judge's homes or offices in a snap and then they can return them to us with a minimum amount of effort. All the while we track them to assure nothing gets lost. UPS works smoothly and is very efficient. And, after watching a recent segment of 60 Minutes on CBS, I see that Amazon will soon be delivering things to the front lawns of our homes via "helicopter drones"! Won't that improve our judging times!

The real gems in this whole process, of course, are the dedicated editors, journalists and retirees who volunteer to be judges. Many have done this for years and tell me they look forward to the challenge each Spring. Again, with today's technology, a retiree judge can sit in his or her home in Virginia or on the deck of a beach house at the Jersey shore and complete the assignment.

We are always looking to expand our ranks with new judges. If you want to try it – or if you've done it in the past and now you want to get back to it – simply drop me an email at jjobrien@njpa.org and I'll be happy to add you to the list.

Judges tell me they often get as much or more out of it as they put in. Give it a try!

Ask now for summer intern

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

We are recruiting students for our 2014 summer programs: the NJPF Newspaper Internship, the Mac Borg New Media Internship and the Isaac Roth Media/Business Internship.

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

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

NJPA Hotline

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

Here is one recent Hotline question:

Q Political candidate placed a negative advertisement in the paper and an editorial including opponent's response ran in the same edition.

Political candidate who placed ad is upset, claiming newspaper breached his contract by permitting opposing viewpoint in same edition and that his contract contemplated his ad would run without opposing party having a chance to immediately respond.

A The newspaper's decision to include the opponent's response in the same edition as the paid advertisement does not cross any legal boundaries. The "contract" between the newspaper and the candidate was to run his ad in return for the fee paid. That was done and the newspaper performed its end of the bargain. The decision to run an editorial containing the opposing candidate's response is an editorial decision to which the person running the paid political ad has no say.

More Hotline Q&As are online:

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



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Marketing specialist joins NJNN staff

Julianne Mangano has joined New Jersey Newspaper Network (NJNN) as its Media Marketing Specialist.

In this position, she will help develop and implement marketing strategies and materials that promote advertising sales for New Jersey newsmedia.

Julianne also will help manage customer relationships and NJNN's media databases.

She has experience with in-

bound and outbound marketing, research, communications, graphic design, presentations, sales, operations, customer service, project management and event management.

Most recently, she was director of marketing for American Educational Institute, Basking Ridge.

Earlier, Julianne was a marketing consultant for IUTF Ireland, an international Taekwon-Do organization.

She also has worked for Travelers Insurance, Morristown.

During college, she was a marketing assistant at the University of Delaware, from which she graduated cum laude in 2008 with her degree in communications with a minor in Spanish.

Julianne earned her masters degree in management and marketing from the University College Cork, Ireland.

She lives in Ringoes.

Contact Julianne at NJNN by email at jmangano@njpa.org or phone (609) 406-0600, ext. 31.



Mangano



NJNN Update

Amy Lear
Director

New Jersey Newspaper Network

Happy revenue to all!

'Tis the season for celebrations and NJNN has many reasons to cheer about the year ahead.

With help from NJPA's Executive Committee and approval by the Board of Directors, we have formulated a plan for revenue growth in 2014 and beyond.

This includes a new staff position for NJNN. Julianne Mangano, of Ringoes, has joined the team as Media Marketing Specialist (see related article). She will focus on:

1. Developing strong promotional strategies and managing customer relationships to grow new business
2. Creating presentations and sales materials for statewide proposals
3. Maintaining reliable and relevant NJNN databases

We anticipate that Julianne, as marketing specialist, will help elevate NJNN's digital ad services and help free me to concentrate more on sales. I look forward to spending more time as your proactive new business developer!

Some recent highlights that wrapped up a strong 2013:

- Digital ad revenue shot up in October with a \$140,000 campaign for state Legislative seats in November's election.
- An online gaming advertiser promoted heavily in newspapers and other media, launching a 2-month flight of ads in every major daily. We expect significant activity to continue in 2014.
- To bolster its recruiting efforts, the N.J. National Guard bought quarter-page remnant ads in all New Jersey dailies.

These three campaigns required painstaking coordination. Newspaper staffs stepped up to the task. We extend sincere thanks to NJPA member ad executives who continue to support the sales efforts of NJNN and who help us help clients achieve results. We couldn't succeed without your dedication and attention to detail.

Like you, the entire NJNN staff takes pride in representing New Jersey newspapers. Joining Julianne and me with best wishes for the year ahead are Jennine Remington (Senior Media Planner), Diane Trent (Ad Networks Manager/Media Buyer), Jane Hartsough (Accounting Coordinator) and Peggy Stephan Arbitell (Member Services Manager/NJNN Assistant).

Nothing excites us more than bringing you new revenue, and we look forward to upping our game in 2014!

Obituary

Dick Gale, newspaperman

P. Richardson (Dick) Gale, of Ewing, died October 5, 2013, at home. He was 91.

Upon retiring in 1988, he was editor of the *Hunterdon County Democrat*. Earlier, he worked for many years at the *Trenton Times*. Before coming to Trenton in 1967, he worked for newspapers in New York, Vermont, and Massachusetts.

As a correspondent for the Gannett News Service, Washington DC, he covered the Johnson-Goldwater presidential

campaign and Robert Kennedy's senatorial campaign.

A graduate of DePauw University, he served in the Army Air Corps during WWII.

Son of the late Lloyd B. and Huldah Thomas Gale, husband of the late Joan Dwyer Gale and brother of the late John M. and David M. Gale, he is survived by a son, Robert, of Lawrenceville; a daughter and son-in-law, Peggy and Bob Kocis of Burlington Township, and three granddaughters.

Arrangements were by the M. William Murphy Funeral Home in Ewing. An Army Honor Guard rendered military honors.

Memorial contributions may be made to Planned Parenthood of Mercer, 437 East State St., Trenton, NJ 08607 or Home Front, 1880 Princeton Ave, Lawrence Twp., NJ 08648.

Memorial donations have also been sent to the New Jersey Press Foundation, 810 Bear Tavern Road, Suite 307, West Trenton, NJ 08628-1022.

People & Papers

Charles A. Bryant, Jr., has retired from *The Press of Atlantic City*. The newspaper was sold in July to Warren Buffett's BH Media Group by Abarta, a private holding company based in Pittsburgh. His last day was Dec. 31.

Joseph Cavone has been named *The Philadelphia Inquirer's* vice president of commercial printing, to oversee printing services and facilities, circulation operations, and transportation.

Cavone owns a management business, called Box of Joe Consulting.

Previously, he was vice president of sales and marketing for AFL Web Printing; president and publisher of the *Daily Record*; and earlier worked for the *Asbury Park Press* and *The News Tribune*, Woodbridge.

Both Cavone and Bryant have served on the board of directors of NJPA.

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NJMG partners with NJMLS

North Jersey Media Group announced in December a new partnership with New Jersey Multiple Listing Service (NJMLS), to provide NorthJersey.com with NJMLS real estate listings. The listings are available on NorthJersey.com/realestate.

"Adding the most comprehensive list of local available properties to the real estate news and information creates a one-stop real estate solution for homebuyers," said Classified Advertis-

ing Director Gary Kowal.

"NorthJersey.com is the area's number one news site with more than 12 million pageviews a month. Now, we are offering a comprehensive local real estate package as well," said President Stephen Borg.

Send InPrint your news!

Please send news about your awards, new projects, publications & employees to NJPA. Contact Catherine Langley: (609) 406-0600 x17 • clangley@njpa.org

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)		
1. Publication Title	2. Publication Number	3. Filing Date
InPrint	1 0 6 7 - 5 1 8 2	September 27, 2013
4. Issue Frequency	5. Number of Issues Published Annually	6. Annual Subscription Price
Four times annually (Quarterly)	4	\$16.00
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®)		Contact Person
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8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer)		Telephone (include area code)
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9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)		
Publisher (Name and complete mailing address)		
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Editor (Name and complete mailing address)		
Catherine T. Langley New Jersey Press Association, 810 Bear Tavern Road, Suite 307, West Trenton, NJ 08628-1022		
Managing Editor (Name and complete mailing address)		
None		
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)		
Full Name		Complete Mailing Address
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11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None		
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The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:		
<input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months		
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13. Publication Title		14. Issue Date for Circulation Data Below
InPrint		Autumn 2013
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months
		No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1,200
		1,200
b. Paid Circulation (By Mail and Outside the Mail)		
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		942
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c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		942
		954
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e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		11
		12
f. Total Distribution (Sum of 15c and 15e)		953
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g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		247
		234
h. Total (Sum of 15f and g)		1,200
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i. Percent Paid (15c divided by 15f times 100)		98.85%
		98.76%
16. <input type="checkbox"/> Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.		
17. Publication of Statement of Ownership		
<input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the <u>Winter 2013</u> issue of this publication. <input type="checkbox"/> Publication not required.		
18. Signature and Title of Editor, Publisher, Business Manager, or Owner		Date
Catherine T. Langley Editor		9/27/2013
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PS Form 3526, August 2012 (Page 2 of 3)		

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New NJPA member

NJPA welcomes its newest Digital News Organization member—NJInsideOut.com—which was approved at the recent NJPA board of directors meeting.

NJInsideOut.com is a bi-lingual Spanish-English hyperlocal website that covers Elizabeth and eastern Union County. Its focus is breaking news and features on local lifestyle, things to do and government affairs.

Founded in May 2011, the website is a publication of Kue Productions LLC. Sylvia Jauregui is owner and publisher of NJInsideOut.com.

For more information, visit its website at njinsideout.com, call (908) 591-2830, or email sjauregui@elizabethinsideout.tv.

NJMG planning 3-day pre-Super Bowl event

Winter Blast, a three-day “Pre-Game before the Big Game” celebration in Buchmuller Park, Secaucus, is planned by Exposure, a service of North Jersey Media Group, in partnership with the municipality.

From Thursday afternoon, January 30 through midnight on Saturday, February 1, the pre-game party will be three miles from MetLife Stadium, site of Super Bowl XLVIII on February 2.

One highlight will be 30 award-winning food trucks selling various foods every day of Winter Blast.

Tickets are available online at \$10 per person per day. A family four-pack is \$30 and an adult three-day pass is \$18. Children under 10 are free. At the door, admission is \$15. Some proceeds will benefit the Secaucus Emergency Relief Fund.

For times, attractions, and other details: www.northjerseyevents.com.

Guide to social media

ALM’s Law Journal Press has released a book to help attorneys advise clients with legal and practical insights on using social media channels.


Social Media Law is a comprehensive guide to the wide range of legal issues involved, written by Lisa T. Oratz, senior counsel at Perkins Coie LLP. She has been practicing law for more than 25 years in the fields of technology, intellectual property and entertainment law.

A detailed table of contents, as well as ordering information, is available at www.lawcatalog.com. For more information, contact Daryn Teague at (661) 297-5292 or dteague@teaguecommunications.com.

ALM also publishes the New Jersey Law Journal, an NJPA member.

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We seek part-time, dedicated, commission-based individuals who are willing to sell advertising in our three issues planned for 2014, April, August and October. Knowledge of golf helpful, but not essential. Ads do not need to be golf-related only. Ideal for energetic retiree or stay-at-home worker with spare hours to develop new clients each month.

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Advance New Jersey, the region's leading provider of local news and information, is looking for experienced sales consultants to represent our print and digital publications.

We serve New Jersey and the Lehigh Valley region through more than a dozen trusted newspapers and websites, including NJ.com, The Star-Ledger, and LehighValleyLive.com.

We look for candidates who can work with clients through consultative, needs-based selling to create successful digital and print advertising campaigns.

You should have a strong history with the sales process from prospecting to closing, with a proven record of increasing sales in a competitive marketplace.

Solid computer skills are a must, and experience with CRM software is highly desirable.

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

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

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

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

Advance New Jersey is an Equal Opportunity Employer. TFB

Editorial

News Reporter/Writer
NJInsideout is hiring immediately for a full-time, experienced news reporter/writer. Must be A.P. style fluent and have no less than six months recent newsroom experience.

Qualifications:

- 1 years of experience as a reporter/writer
- BA in broadcasting, journalism
- Must be willing to work at the station in Elizabeth, NJ
- Newshound with great research skills
- Must be an effective communicator, effective writer and have good organization skills.
- Working knowledge of writing for the web, SEO, HTML, WordPress

- Ability to organize and prioritize multiple goals under tight deadlines.
- Active on Twitter, StumbleUpon and other social media platforms
- Must be able to perform duties and make decisions under extreme pressure.
- Ability to interact positively and productively with others required.
- Experience creating and editing web content.
- Interested candidates must submit a resume/CV by email to sjaregui@elizabethinsideout.tv

Duties:

- Curate local news
- Pitch/write original stories
- Cover local stories and attend local community events and meetings
- Promote content/hearsay through social media and street teams.

- Work cooperatively as a team member under tight daily deadlines.
- Will need to stay informed on newsworthy events locally
- Writes and/or proofreads stories on assigned
- Contributes ideas for possible stories.
- Monitors news feeds when necessary.
- Answers viewer phone calls, social media messages and email.
- Develops community contacts.

Who are we:
NJInsideout.com is a bilingual hyperlocal-news site focused on the cities of Elizabeth, Linden, Roselle Park, Hillside, Rahway, Clark and Roselle in New Jersey. We specialize in breaking news, features stories, community and government affairs. You can visit our website at NJInsideout.com E-033014



your advertisers and audience!

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

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.



Create a sales blizzard!

Add revenue. Sell small, statewide, display ads
Upsell your advertisers with business card-size ads in 120+ New Jersey newspapers that reach more than 3 million readers for just \$1,400 — that's less than \$12 per publication.

Your company earns \$700 per ad
For more details, contact Diane Trent at NJPA:
(609) 406-0600 ext 24 • dtrent@njpa.org

New Jersey 2x2 Display Ad Network