NJPF interns consider their summers in the real world

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

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

“My internship at The Record was a hands-on experience in real world journalism. Rather than getting coffee and filing papers, I was a working business reporter, getting real assignments and doing everything necessary to get the facts right and get the story told. One piece I am proud of was called ‘Rethinking Social Media.’ I spoke with local businesses to determine trends in using social media, trying to figure out the true value of using Twitter and Facebook. By talking to a number of them, I was able to paint an accurate portrait of the current social media landscape. Plus, I got the satisfaction of seeing my byline on the front page of the Sunday Business section—in only my second week on the job.”

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

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

NJPA Annual Meeting:

Dollars and democracy

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

“You won’t want to miss this,” says George White, NJPAs executive director. “I’ve heard Ken speak. He’s thought-provoking and engaging.”

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

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

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

He was on the team that founded USA Today in 1981.

Publisher named at Press of A.C.

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

“The Press is one of New Jersey’s finest newspapers, and its digital presence is dominant,” Blum said.

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

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

Financial terms were not disclosed.
new beginning and industry optimism

Fiscal calendars and New Year celebrations notwithstanding, September is regarded by many each year as something of a new beginning. For NJPA this year, it’s been absolutely so. Our August move into smaller space in the same West Trenton office park is an obvious reason for our excitement. But it’s not the only one.

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

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

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

Also heartening have been Jeff Bezos’s recentignant of The Washington Post, and Warren Buffett’s acquisition of more than 30 daily newspapers, The Press of Atlantic City now among them.

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

For NJPA, the timing of the office-move, despite its disruption, couldn’t have been better. The staff was A+ in a total team effort led by Technology Manager John Vie- meister’s excellent project management, and Communications Manager Catherine Langley’s organizational prowess.

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

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

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

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

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

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

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

NJPA matters

New publisher

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) 639-6269, email ljames-weir@gibbonslaw.com

Here is one recent Hotline question:

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

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

More Hotline Q&As are online: http://www.njpa.org/njpa/legal_hotline/ and click on "Recent Questions"
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NJNN Update
Amy Lear, Director
New Jersey Newspaper Network

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

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

Our challenge lies in the future. How do we position NJNN for growth and how do we generate more business for NJPA-member publishers?

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

If only growing revenue were as easy as discovering an untapped category to cultivate. But the challenges are many: understaffing, increasing demands for “instant” turnaround of quotes and planning information, growing competition from other service providers and alternative media options…the list goes on and on.

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

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

For example, if we can extract these top five planning details from your rate card, we can ensure that an agency will at least consider your media solutions when submitting a proposal to their client:

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

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

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

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

Are you ready for 2014?

Obituary

Michael Hartsough

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

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

A founding partner of the law firm Hartsough, Kenny, Chase & Sullivan in Hamilton, Mike represented many local municipal bodies and he served on many non-profit boards and committees. An avid cyclist and runner, Mike also enjoyed scuba diving and the Jersey shore.

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

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Metro e-Connect

The new multimedia ad program that is changing the way we connect.
The success of our foundation’s Internship Program continues to impress. For many years, NJPF sponsored four journalism students who spent their summers in a NJPF member-newspaper. With the recent additions of the Mac Borg New Media Internships and the Isaac Roth Business Internship Program, we sponsored eight young journalists this past summer.

Now, with the creation of the Lloyd P. Burnie New Media Internship and grants from the FirstEnergy/CPLA, Foundation and Gibbons PC, for the first time, we will have at least 11 interns in 2014. And we have proposals pending that could increase that number to 14-15.

These programs are a win-win for everyone involved. The student journalists are very grateful that they gain valuable first-hand experience working in a real media environment, plus earn much needed income to soften the financial burden of obtaining their degrees. Those of us familiar with those student journalists continues to amaze even those who have had several newspaper jobs in both the print and digital/online/web knowledge, they are the young professionals consistently the brightest that the most experienced newsroom member of the nation’s newspapers, USA Today.

The quality of these young journalists continues to amaze those of us familiar with their college professors, the best among them. We also make the presentations for NJPF and the geographical area of the nation’s newspapers, USA Today.

The success of our foundation’s journalism intern program has been so successful, we are exploring expansion opportunities. One idea is to offer internships during the fall... Continued from Page 4

GIBBONS LEO supports New Jersey Press Foundation’s Mac Borg New Media Internship with 35,000 dollar donation presented by its Chairman and Managing Partner Patrick C. Dunigan, second from right, to NJPF Director John O’Brien, far left. Also making the presentation is Thomas Cafry, director of Gibbons Media Law division, and attorney Perry (Penny) nationally-known, the law firm of Gibbons PC is headquartered in Newark, the Borg internships are awarded annually to college students who are pursuing careers in journalism.

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Obituaries

Roger Harris

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

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

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

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

Arrangements are by J.E. Fouit and Son Funeral Home in Grapevine, Texas. For details: http://www.the-star-ledger.com/article/20130815/news/308159968

Joseph Colasurdo

Joseph Colasurdo, 60, died at St. Barnabas Hospice in Long Branch, N.J., on July 8, 2013.

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

In lieu of flowers, memorial donations are suggested to American Cancer Society, 230 Route 34, Suite 1D, Manasquan, N.J. 08736, or VNA of Central Jersey, 141 Bodman Pl., Red Bank, N.J. 07701.

Arrangements were by the John E. Day Funeral Home in Grapevine, Texas. For details: http://www.the-star-ledger.com/article/20130815/news/308159968

NJPA Associate Members

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

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Tracy E. Noble
Manager, Public & Government Affairs

Growth forward

Continues from Page 4

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And we’re talking about broadening the offerings to include internships in areas such as advertising/ marketing and digital/web/graphic design.

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New NJPA members

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

MIDJersey Chamber of Commerce
1A Quakerbridge Plaza, Suite 5 Hamilton, NJ 08619 (609) 899-9690 Fax (609) 589-9898 info@midjerseychamber.org Jillian Stengel, external affairs jillian@midjerseychamber.org

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

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Art paper chooses Evergreen

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

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

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

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pennjerseyadvance.com.

to Anthony Roselli at aroselli@salespeople, along with a resume, what separates you from other driver’s license.

assignment requires a car and valid prescription plan.

401(k) program and comprehensive and uncapped commission.

and experience with CRM software and a competitive marketplace.

prospecting to closing, with a combination of education and experience specific to advertising sales and marketing.

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

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

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

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 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 differentiates you from other candidates, along with a resume to: Anthony Roselli at arselle@pennewyorkadv.com

Advance New Jersey is an Equal Opportunity Employer.

Requirements

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

• Exceptional communication skills, both oral and written.

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

• Strong leadership skills.

• Proficiency in Microsoft Office Suite.

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

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CLASSIFIED ADVERTISING

In Print

Classified Ads!

Advertising Sales Director

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

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

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

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

A bachelor’s degree in Marketing, Business or a related field is required as is a minimum 8 years of experience or an equivalent combination of education and experience.

We are seeking an Executive Editor to become an integral part of our executive management team.

• Leads planning and oversees execution of all content strategies.

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

• Defines and enforces standards for quality across all platforms.

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

• Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

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If you are a dynamic individual with exceptional communication skills who knows how to drive results and inspire confidence, then this is your opportunity to expand your career and represent Advance Newspapers, nj.com and lehighvalleylive.com in the position of Multi Media Advertising Consultant. You will work with clients to provide expertise with digital, print, and magazine advertising, representing a suite of solutions in the digital space that is second-to-none in the region. If you want to grow with a thriving market leader in the digital and print space that boasts one of the largest customer bases in the region, then this could be the right role for you.

By bringing together the quality journalism and in-depth coverage of The Star Ledger, Times of Trenton, Jersey Journal, South Jersey Times, The Express-Times, and the NJN Publishing Network in combination with the up-to-the-minute information on nj.com and lehighvalleylive.com, we are ensuring the communities we serve have 24/7 access to what’s happening locally and around the world.

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

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

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

• A bachelor’s degree or equivalent experience

• A comprehensive knowledge of needs base selling

• Excellent communication and presentation skills, both written and verbal

• An assertive demeanor, with a strong goal-orientation and self-motivation

• A passion for digital advertising

• The ability to multi-task, handle pressure and work under deadlines

• Proficiency in MS Office Suite including Excel, Word, PowerPoint and Outlook

• CRM sales management software experience, salesforce.com is preferred

• This full-time outside selling assignment requires a car and valid driver’s license

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

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

New Jersey Press Association’s Statewide Classified Advertising Network

Seeking better opportunities?

Check out the employment ads on NJPA’s website: www.njpa.org

• 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

December 2

Love where You Work

COLLEGE GRADS WELCOME!

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