

# Scouting in the News

## Unit Publicity Guidelines



### **Oakland Service Center**

25 Ramapo Valley Rd.  
PO Box 670  
Oakland, NJ 07436  
201-677-1000 (Phone)  
201-677-1020 (Fax)

### **Newark Service Center**

604-608 Market St.  
2<sup>nd</sup> Floor  
Newark, NJ 07105  
973-589-8002 (Phone)  
973-589-8003 (Fax)

## Unit Publicity Guidelines

### ***What is Public Relations?***

Webster's Dictionary defines public relations (PR) as "those functions of a corporation, organization, etc. concerned with attempting to create favorable public opinion for itself." Generally, those functions include communicating within and outside of the organization - examples might include publishing a newsletter, talking with a reporter, or speaking at a public event. While the goal is to develop a positive public image for a company or group, Public Relations professionals know that it's always easier to create a bad public image than a good one. In an era when newspaper and television reporters seem to focus mostly on bad or negative news, it's important to remember that effective Public Relations means planning and managing your Public Relations activities to build a positive image for your Unit.

### ***Why Public Relations?***

Public Relations is often an excellent way to help sell the Scouting program to boys and parents in your community. Positive publicity can have a direct impact on your unit's membership, recruiting and fund-raising efforts. In addition, it can often provide a boost to your advancement program by publicly recognizing the hard work, fun and accomplishments of boys in your unit.

The intent of these guidelines is to help each unit create and sustain their own active and successful public relations program. Your questions, improvement suggestions to these guidelines and update revisions to the attachments are most welcome. Send your written suggestions to the Northern NJ Council.

## Think PUBLICITY all of the time!

### ***District and Unit Impact on Positive Publicity***

Each district and unit in your council must help focus on promoting positive public relations every day in your local communities. And we must tell Scouting's story as often as possible.

Thousands of Scouting articles and photos carry a strong, positive message each month about the presence and vitality of the Boy Scouts of America and its impact in local communities.

We need your help in getting the word out. What can you do to help? The answer is simple. You can provide local media with information that communicates the fun and values of Scouting.

A newspaper is a business, and like most businesses, it is operated to produce a profit. At the same time, the newspaper's editors also recognize their responsibility to serve the people of the community and are always looking for items with local relevance. The people in your community want to know about Scouting. They want to read the articles about their neighbor earning his Eagle Scout Award and the Cub Scout pack collecting thousands of cans of food for the hungry. They also want to see the photo of Troop 272 setting up a neighborhood watch program as part of achieving the Crime Prevention merit badge. Therefore, your community newspaper is interested in reporting Scouting news about your pack, troop, team, or crew. Odds are that if you have a good story, it will be reported.

We have pulled together some practical, low-tech resources to help you tell the positive story of Scouting in your council. There might never be a more important time than now to let the public know that Scouting still believes in America's young people, and those children are worth the investment of both time and dollars. While today's children make up only 20 percent of the population, they are 100 percent of our future!

## ***How Do We Get Started?***

The following are some ideas that have been found to lead to successful unit public relations:

***A. Recruit a unit PR Chairperson volunteer.*** It's great if you can recruit a professional PR practitioner from your unit. Ideally this person will also agree to take pictures, when appropriate. The chairperson needs to be able to obtain volunteer assistance (create a PR Committee) if needed.

***B. Develop a plan.*** The unit leader, unit or activities committee and the PR Committee should develop a Public Relations plan listing what activities you'd like to publicize, as well as when and how they'll be publicized. Attempt to include only newsworthy activities in the plan. There's no guarantee that what you submit to a newspaper will be published. So, you want to limit your submissions to items that the paper's readership will be interested in. Also, submissions more often than approximately every 1-2 months may "wear out your welcome."

***C. Determine which media outlets are appropriate for your community and the item you're trying to publicize.*** Newspapers, particularly local papers, are generally receptive to community activities, including Scouting. Some radio stations and local cable TV stations also report on certain community events; however, their reach is usually more limited than local newspapers. Also, consider publicizing your activities to your sponsoring organization. Your sponsoring organization may also have a newsletter that you can utilize. Don't forget to send releases to non-traditional media outlets such as church, educational, community and corporate newsletters.

***D. Call the papers or stations to verify/determine who you should be dealing with, e.g. editor, community bulletin board editor, etc.*** Introduce yourself and explain what you're trying to do. A good rapport with the media can increase the chances your material will get used.

***E. Determine or verify the paper's deadline day and time for submitting articles.*** Also, find out how the paper prefers to receive your submission. If you will be submitting text only, the paper may welcome faxes. Personal deliveries are usually the best way to be sure that your material gets to the right person on time.

***F. Establish a process within your unit for submitting and reviewing articles.*** The unit leader or unit committee may want to review articles prior to their submission.

## ***How Do We Prepare an Article or News Release?***

Before you prepare your first draft, review the proper format for articles:

- Type your 'write-up.
- Double space
- Use 8 1/2' x 11 " white paper
- Use photos when possible
- Label your write-up as a 'NEWS RELEASE'
- If appropriate, name the specific section of the paper you would like the release to be include in.
- Be sure to include contact persons' name and phone number at the end of your write-up, to answer any questions the paper may have.
- Type "###" at the end of your release

### ***When writing your first draft:***

- Begin your write-up with the most newsworthy items.
- Follow with less important information.
- Answer the 5 W's and 1 H -- Who, What, Where, When, Why, and How
- Use short sentences.
- Stick with the facts, avoid opinions.
- When individual names are used, spell correctly.

### ***Once you've completed your first draft:***

- Review it again.
- Eliminate any unnecessary words. Read it out loud. Is it clear?
- Have a friend read it. Does it make sense? Is it interesting?
- Revise/rewrite to obtain maximum clarity with brevity.

### ***Should We Take A Picture?***

The old saying, "A picture is worth a thousand words" is especially true when working with the media. Given a choice between two similar stories, newspapers will often choose the one with an accompanying photograph.

In some cases, a newspaper may offer to send a photographer to your activity. It's suggested that you plan on taking your own pictures just in case the photographer doesn't show

up. Find out if the paper has a preference for black & white or color pictures.

In your photos:

- Limit the number of subjects so you can be close enough to see faces clearly.
- Limit the background clutter, try for high contrast like a plain wall or trees.
- Avoid glass or mirrors in your background; the reflection can ruin a photo.
- When possible, take close-up action shots with smiling faces (to show Scouting is FUN),
- Remember, some newspapers may not accept digital photos, so be sure to contact them in advance for their requirements.

### ***What about a Caption?***

Often, a well-taken photo with a good caption will get a reader's attention and get your message across. In the caption -

- Include a picture title and a sufficient description of what's happening.
- Include names of subject(s) in the photo.
- Tape your typed caption to the back of the photo, or just submit the photo and caption together in an envelope. DO NOT write directly on the back of the photo (this can ruin it). Also, don't staple or paper clip it to your article, as that can also damage the photo.
- Include your name and contact phone number with the caption.

### ***Additional Tips For Submitting Releases:***

- If pictures and/or a write-up are planned for after the activity, submit it as quickly as possible. Old news is less interesting and is less likely to get published.
- Submit a news release about an upcoming event one to two weeks in advance of the activity.
- When there's not enough time to write a news release, the media alert comes in handy. It takes only a short time to write and can be faxed to your media source. It can also serve as an announcement of an important upcoming event; planning ahead allows the paper to reserve a prominent space for your article. In this case, you may want to send a media alert two to three weeks prior to the event and follow up with the news release one to two weeks prior to the event. Sample formats for the news release and media alert are included in this guide.
- Find the "hook" or "angle." Each news medium identifies reporters that cover an area; for example, one reporter may be assigned to sports and another for or finance, family, religion, entertainment, etc. This will allow you to contact different reporters with fresh ideas and pitches. Send only one release per story to each publication. If for some reason you do furnish duplicate releases, let the recipients know, for example, note, "Also sent to Sports Editor."
- Send copies of releases and clippings to your local council's marketing director.
- Thank the reporter. Send a personal note after the story runs. Don't say "thank you" as if the reporter did you a favor – acknowledge the reporter for "doing a good job in covering the topic."

### ***Why Not Send Our Story to the "Big Papers"?***

Most weekly community newspapers are devoted to reporting on community events, making them ideal for Scouting-related announcements and articles. Daily papers, on the other hand, usually focus their attention on national and international news, as well as major stories in the region or area. Community events and local stories are not the primary focus of daily newspapers. In addition, daily papers serve a larger area than local papers - and therefore couldn't possibly report on every unit's activities or events. As a result, daily newspapers will rarely publish a story generated by a single Scout unit.

On occasion, however, significant or unusual Scouting stories may warrant submission to a daily paper. The Council office usually generates many of these stories. For example, daily newspapers have published stories about Scouts who have saved lives, and about Council-wide events or activities. As a result, the Council maintains relationships with daily newspapers in the area and can often assist you in cases when you believe an article should be submitted to a daily paper. For example, Council public relations may know of similar stories that could be combined into a single article, or may be able to tie your story into a larger Scouting story more likely to be published.

***If you're interested in submitted a story to a daily newspaper, first consider the following:***

- Is your article or story appropriate for a daily paper? For the most part, daily newspapers don't publish prepared articles. They pay a staff of professional reporters to develop and write articles - your story needs to be significant or unusual enough for the paper to want to assign to a reporter.
- Professional reporters are paid to find "angles" that you might not want included in your story. For example, you could suddenly find that a write-up about your unit's door-to-door fundraising campaign is included in a larger, negative story about fraudulent door-to-door solicitors. Remember that you have little or no control over how a reporter might use your story.
- What benefits would publication in a daily paper provide that publication in a local weekly paper wouldn't provide?

If you believe your story should be submitted to a daily newspaper, contact the Northern NJ Council marketing director to discuss your idea.

## ***What about Cable Television?***

Most cable TV systems offer Bulletin Boards, which provide short community service statements aired for non-profit organizations. Cable Bulletin Boards are best utilized for simple announcements of broad community interest, such as fund-raising activities. A cable Bulletin Board is a good place to announce a car wash or pancake breakfast, but is not the most effective way to announce your open house for new members.

Before submitting to a Bulletin Board, consider the following:

- Is your message appropriate for a Cable TV Bulletin Board? Can you communicate what you need to in the limited space available?
- Will your message be seen by the audience you're trying to reach? Not every home has access to, or subscribes to cable television.
- Does the cable company broadcast in the right areas or communities? Some companies only reach parts of a county or area. Some cities and towns have several cable systems serving their residents.

To use a Bulletin Board, keep in mind:

- Type your announcement
- Double space it
- Usually Seven line maximum and six words (approximately 32 characters) per line
- Include contact person name and phone number after message
- Include the beginning and end date for the message. Usually there is a one-month maximum duration. If possible, give a two-week lead-time to start airing.



## ***Tips for Effective Public Relations***

1. Make sure you really have news. As simple as it sounds, too often people submit articles that just aren't interesting or newsworthy enough for the media to use. Learn to look at your article objectively by putting yourself in reporter or editor's shoes. Given a choice between an article about a Scout group that attends a high-adventure camp, or one about a similar group that spends a weekend at a local campground, which will readers find more interesting? That's not to say that you shouldn't try to publicize your group's activities; but you should limit your submissions to "cream of the crop" activities and events.
2. Consider combining events and activities into a single article. Although a community service project carried out by your unit may not be significant enough on its own, it could be included in an article about your unit's plans for the next few months, or in a more general article about your unit's overall contributions to the community.
3. Be careful not to wear out your welcome with the media. This is particularly important when dealing with "major" media (i.e. daily newspapers, radio stations, etc.). Dozens of Scout units simultaneously submitting articles to a newspaper can quickly diminish an editor's willingness to publish any Scouting-related articles.
4. Treat every submission differently. A common public relations mistake is to assume that because a newspaper prints your article on the front page, all your articles will receive similar treatment. Publication decisions are made each week or each day based on the newsworthiness, quantity, and content of all submissions received. A busy news day or a major story can quickly push your submission to the bottom of the list.
5. Don't forget to regularly thank the publisher/editor or other appropriate individuals responsible for printing or airing your material. Your unit may want to annually present them with a thank you certificate or plaque. And if appropriate, invite them to be your guest at a fund raising activity like a pancake breakfast, spaghetti dinner or car wash.

## ***Handling (and Avoiding) Negative Publicity***

Although negative news stories about Scouts or Scouting are very rare, it's important to be prepared in case a situation arises that could result in negative publicity. While there's sometimes no way to prevent bad news from reaching the public, early and effective planning can help minimize the effects of negative publicity.

If a situation arises within your unit or with one of its members that you even think could result in negative publicity, it's critical to contact the Northern NJ Council immediately (you can contact the Scout Executive or the Director of Field Service with any of these concerns). Some situations that could result in bad publicity include:

- A serious accident or life-threatening situation occurs during a Scouting event or activity
- A Scouting activity or event results in a number of complaints, either from parents, the sponsoring organization, or the general public
- A member of your unit or sponsoring organization is charged with or suspected of criminal activity - particularly if the alleged crime occurred during or in connection with a Scouting activity or event
- A reporter contacts you to discuss any Scouting activities, events, programs, or guidelines. Unless a reporter calls for clarification in direct response to an article you've submitted, calls from the media should be referred to the Northern NJ Council.

## ***Other Ways to Promote Scouting***

- Letter to the editor. A simple, straightforward statement, written to the editor of your local newspaper.
- Op-ed page: "Opposite the editorial page." Some newspapers use this page to print reader opinions and articles by columnists.
- Target vertical media, publications that target special interests, such as magazines for parents and kids, outdoors publications, and other youth development magazines in your area.
- Send releases to local business newsletters and community bulletin boards.
- Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your council.
- Decorate a float for Scouts to ride on in your local parade.
  
- Hang banners during Scouting, Anniversary Week or to promote School Night for Scouting.
- Pass out fliers promoting School Night for Scouting.
- Set up booths at trade shows or fairs. Provide information that visitors can take home with them.
- Hang posters and fliers in places where boys and young adults will see them. The school may have a bulletin board for these items.
- With more than 100 merit badges, there should be something that will interest almost anyone. Market the possibilities a youngster can be involved in through merit badges. Create a story about the Cooking merit badge for the food section. Include a recipe of an item that can be prepared for a group of hungry young men. Write an article about the Personal Management merit badge for the finance section in local publications, or the Music merit badge for the local theater's playbill. How can you create interest and generate positive publicity through the other merit badges?
- Promote your community service projects.
- Word of mouth can be the best marketing tool. It is a free and effective method to spread positive messages. So, always remember to share the positive things your unit is doing!

## **Appendix 1**

# A FEW SAMPLE NEWS RELEASES YOU CAN USE

## NEWS RELEASE 1

### **Cub Scout Pack [number] Wants You!**

Pack [number], operated by [name of chartered organization], invites you and your son to become a part of one of America's leading values-driven organizations. Cub Scouting is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Cub Scouting combines fun with educational activities and lifelong values. It also helps parents to help their boys strengthen character, develop good citizenship, and enhance both mental and physical fitness. In addition, the program provides boys with positive peer groups and tools to shape their future.

In Cub Scouting, boys learn ideals like honesty, bravery, and respect. These values help boys make constructive decisions throughout their lifetimes and give them the confidence they need to grow and develop. According to a recent study conducted by Louis Harris & Associates, "Character may be defined as the 'willingness to do what is right, regardless of circumstances.'" Cub Scouting teaches boys what is right, in part by encouraging them to reflect on lessons learned through Cub Scouting activities."

Pack [number] will be hosting a round-up, where boys and their parents can find out more about Cub Scouting. We encourage every boy to bring a buddy. [Details of event]. Join us for more information.

Cub Scouting: Fun at every turn!

###

## NEWS RELEASE 2

### **Is Your Child Learning Your Values?**

Do you want your son to grow up to be self-reliant, dependable, and caring? Is it important to you that he learns traditional values such as honesty, trustworthiness, and respect for others and the environment?

If you answered "yes" to either of these questions, then you should check out what Cub Scouting has to offer boys in first through fifth grades. Pack [number], operated by [name of chartered organization], invites you and your son to become a part of one of America's leading values-driven organizations. Cub Scouting is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Pack [number] will be hosting round-up, where boys and their parents can find out more about Cub Scouting. We encourage every boy to bring a buddy. [Details of event]. Join us for more information.

Cub Scouting: Fun at every turn!

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## NEWS RELEASE 3

Media Contact: [Contact Name], [Phone]

### **SCOUTS CELEBRATE BIRTHDAY! \_\_\_\_\_ YEARS YOUNG [Anniversary Date]**

On my honor I will do my best to do my duty to God and my country,  
and to obey the Scout Law, to help other people at all times,  
to keep myself physically strong, mentally awake, and morally straight.

-The Boy Scout Oath

([City], [State], [Date])-The Boy Scouts of America (BSA) celebrates its [#]th Anniversary this week, and [City] will be abuzz with Scouting activities commemorating the founding of the movement. One of the nation's largest youth development organizations, the BSA was founded on Feb. 8, 1910.

"We're working hard to make sure the youth of tomorrow are prepared for what awaits them," proclaimed Scoutmaster [First Name, Last Name]. [Unit] will celebrate by [ Fill in Activity Details Here]

"Within the span of just years," [Last Name] added, "the name 'Boy Scouts' has become a paradigm for a good turn and the ideal of community service."

The idea for the Boy Scouts of America began in 1909, when William D. Boyce, an American businessman, was lost in a London fog. A young boy found Boyce and led him to his destination. Boyce offered to tip the young man for service; the boy refused, saying he was a Scout and could not accept payment for a Good Turn.

The businessman later asked the boy to introduce him to Lord Baden-Powell, the founder of Scouting, in England and publisher of the handbook Scouting for Boys. The groundwork to bring Scouting to America had been laid.

Boyce established the Boy Scouts of America on Feb. 8, 1910, with the help of Baden-Powell, wildlife author and illustrator Ernest Thompson Seton, naturalist Daniel Carter Beard, and attorney James E. West.

Since the 1910 inception, the Boy Scouts of America has become one of the nation's premier youth development organizations, with more than 100 million people participating on adult and youth levels.

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## NEWS RELEASE 4

Media Contact: [Contact Name], [Phone]

### **CUB SCOUTS PARTICIPATE IN END-OF-THE-SUMMER CAMPING ACTIVITIES**

([City], [State], [Date])-More than 100 Cub Scouts from [the metropolitan area] gathered this weekend for two days of fun-filled camping at [Location] for the traditional end-of-the-summer campout.

Cub Scouts, leaders, and parents pitched their tents and braved plummeting temperatures to participate in the last camping rite of summer. Activities started with a cookout dinner Friday night and ended with parents and leaders cooking breakfast on Sunday morning before everyone broke camp.

These extended campouts give Cub Scouts the opportunity to demonstrate to their parents skills ranging from knot-tying to first aid, and from tepee building to outdoor cooking "The Cub Scouts get such a thrill out of being able to show their parents all the knowledge they learn at the weekly meeting," said Cubmaster, [First Name, Last Name]. "It's not like they can run home after a den meeting and say, 'Hey Mom, let me show you how to light a campfire.

Activities during the campout included an outdoor obstacle course race, timed knot-tying competitions, and a mother/son fishing derby. Awards for the top three Cub Scouts and their mothers were presented at the Sunday breakfast. "The campout 's also a great way for Cub Scouts from different elementary schools to get to know one another," said [Last Name].

"Sitting around the campfire and roasting marshmallows with the other guys and my family was great," said Cub Scout [First Name, Last Name], "but the best part was winning the fishing derby with my mom ... she's the best."

###

## NEWS RELEASE 5

Media Contact: [Contact Name], [Phone]

### **ANNUAL SCOUTORAMA EVENT HELD AT [Event Site]**

([City], [State], [Date])-Dozens of area Boy Scout troops and Cub Scout packs gathered this weekend at [Event Site] to present their annual Scoutorama. Open to the public, the Scoutorama allows youth from the community to demonstrate skills ranging from knot-tying to first aid, and from tepee building to outdoor cooking.

"This is just a great opportunity for our young men to showcase their talents and skills to the public and to give the boys a chance to form relationships with Scouts from other packs and troops," said Scoutmaster [First Name, Last Name]. "It is also a way for the youth who are not a part of Scouting, to get acquainted with us and what we do."

The theme for this year's Scoutorama was "[Event Theme]." Highlights of the Scoutorama included an outdoor baking, contest between Scouts of all ages, a timed rope bridge building, contest, and an award for the three Scouts who sold the most tickets to this year's event. "I had a blast at this year's Scoutorama," said First Class Scout [First Name, Last Name], second-place winner of the baking contest. "My peach cobbler was good, but I didn't think- that it would win an award."

[First Name, Last Name], Indian wrestling champion, was equally excited about winning. "I'm a small guy, but it proves that speed can be more useful than size," said [Last Name].

[Unit and #], chartered to [Chartered Organization], was formed in [Year Chartered]. With nearly 4.4 million youth members, the Boy Scouts of America is one of the nation's largest youth development organizations.

###

**SAMPLE MEDIA ALERT FORMAT**

**FOR IMMEDIATE RELEASE**

**MEDIA ALERT**

WHO:

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WHAT:

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WHERE:

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WHEN:

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Background:

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For more information, contact \_\_\_\_\_ at

\_\_\_\_\_  
(Contact Name) (phone)

## SAMPLE MEDIA CONTACT SHEET

Name of Newspaper/Magazine: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Delivery Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contacts:

Editor: \_\_\_\_\_

Reporter/Columnist: \_\_\_\_\_

Reporter/Columnist: \_\_\_\_\_

Reporter/Columnist: \_\_\_\_\_

Telephone Numbers:

News Desk: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Other: \_\_\_\_\_

Publication day: \_\_\_\_\_ Deadlines:

\_\_\_\_\_

Notes:

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## Appendix 2

# LISTING OF LOCAL PAPERS

## Regional Daily Papers

### THE STAR-LEDGER

One Star-Ledger Plaza  
Newark, NJ 07102-1200  
973-877-4141, Fax: 973-621-2604  
[www.nj.com/starledger](http://www.nj.com/starledger)  
Year established 1917  
**Ownership:** Advance Publications, Inc.

#### CIRCULATION

**Coverage:** Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren and other miscellaneous counties

**Daily paid:** 396,871

**Sunday paid:** 598,547

**Publication days:** Daily & Sunday

**Circulation authority:** ABC White Audit, March 2005

#### PERSONNEL

**Publisher:** George Arwady

**Editor:** James Willse

**General Manager:** Mark Newhouse

**Circulation Director:** Dennis Carletta

**Director of Advertising & Marketing:** Sandra Lohr

**Director of Operations:** Tom Cusack

**Comptroller:** Peter J. Dondero

**Editorial Page Editor:** Fran Dauth

**Associate Editor:** Tom Curran

**Associate Editor:** Glenn Proctor

**Managing Editor/Production:** Charles Cooper

**Managing Editor/Enterprise:** Kevin Whitmer

**Managing Editor/News:** Rick Everett

### HERALD NEWS

1 Garret Mountain Plaza  
P.O. Box 471  
West Paterson, NJ 07424-0471  
973-569-7000, Main fax: 973-569-7310  
Newsroom Phone: 973-569-7100  
Newsroom Fax: 973-569-7129  
[www.northjersey.com](http://www.northjersey.com)  
[www.northjerseymediagroup.com](http://www.northjerseymediagroup.com)

Year established 1872

**Ownership:** North Jersey Media Group

#### CIRCULATION

**Coverage:** Passaic County and parts of Bergen County

**Publication days:** Daily & Sunday

**Circulation authority:** Under ABC rules, the Herald News is

published as an edition of The Record (Bergen County), and its circulation is reported as combined with The Record's circulation numbers.

## **PERSONNEL**

**VP/Executive Editor:** Vivian Waixel

**Editor:** James M. McGarvey

**Managing Editor:** Scott West III

**Managing Editor/Assignment:** Stephen McCarthy

**Retail Advertising Manager:** James Toolen

**Classified Advertising Manager/TeleCenter:** Kerry Rubin

**Circulation Director:** Joseph Viola

**Chief Photographer:** Ryan Mercer

## **NEW YORK TIMES, THE (NEW JERSEY)**

229 West 43rd Street

New York, NY 10036

212-556-1234; Fax: 212-556-4188

[www.nytimes.com](http://www.nytimes.com)

**Ownership:** The New York Times Company

## **CIRCULATION**

**Daily paid in NJ:** 147,628 (projected net)

**Sunday paid in NJ:** 201,780 (projected net)

**Publication days:** Daily-Sunday

**Circulation authority:** ABC White Audit, Sept. 2003

## **PERSONNEL**

**Chairman, NYT Co & Publisher:** Arthur Sulzberger Jr.

**President, NYT Co & CEO:** Janet L. Robinson

**VP/CIO:** David Thurm

**President of NYT:** Scott Heekin-Canedy

**Executive Editor:** William Keller

**Senior VP/Advertising:** Jyll F. Holzman

**Senior VP/Circulation:** Marc Kramer

**Senior VP/Production:** Tom Lombardo

**Managing Editors:** Jill Abramson and John Geddes

## **RECORD, THE (BERGEN COUNTY)**

150 River Street  
Hackensack, NJ 07601-7172  
201-646-4000, Corporate Fax 201-646-4310  
Newsroom Phone: 201-646-4100  
Newsroom Fax: 201-646-4135

[www.northjersey.com](http://www.northjersey.com)

[www.northjerseymediagroup.com](http://www.northjerseymediagroup.com)

Year established 1895

**Ownership:** North Jersey Media Group

### **CIRCULATION**

**Coverage:** Bergen and Passaic counties and parts of Morris and Hudson counties

**Daily paid:** 175,963 (total average paid)

**Sunday paid:** 215,294

**Publication days:** Daily & Sunday

**Circulation authority:** ABC White Audit, Dec. 2004

### **PERSONNEL**

**Chairman:** Malcolm A. Borg

**President/COO:** Jonathan H. Markey

**Executive VP/CFO:** Charles W. Gibney

**VP/Executive Editor:** Vivian Waixel

**Editor:** Frank Scandale

**Managing Editor:** Arthur Lenehan

**Assistant Managing Editor/Administration:** Doug Clancy

**Assistant Managing Editor/Photography:** Rich Gigli

**Senior VP/Sales:** Samuel P. Martin

**Advertising Director:** Charles W. Rowe

**Classified Advertising Manager/TeleCenter:** Kerry Rubin

**VP/Circulation:** Robert T. O'Sullivan

**Director of Circulation Sales & Retention:** Sherry Cole

**VP/Controller:** Mala K. Lawrence

**VP/General Counsel:** Jennifer A. Borg, Esq.

**VP/Marketing:** Edward J. Efchak

**VP/Manufacturing:** Ben S. Cannizzaro



## **Bergen Newspaper Group**

111 Grand Avenue  
Palisades Park, NJ 07650  
201-947-5000, 201-947-6968 fax

**President:** Jill S. Cohen  
**Ownership:** News Publishing Company

### **Bergen News/Sun Bulletin**

Address information, see [corporate address](#)

Year established 1952 (Bergen News)

Year established 1906 (Sun Bulletin)

**Coverage:** Bogota, Cliffside Park, Edgewater, Fairview, Fort Lee, Hackensack, Leonia, Little Ferry, North Bergen, Palisades Park, Ridgefield and Ridgefield Park

**Weekly free:** 42,932

**Publication day:** Wednesday

**Circulation authority:** CAC

**Publisher:** Jill Cohen

**Editor:** Douglas Hall

**Circulation Manager:** Patricia Vozzo

**Production Manager:** John Packer

### **Press-Journal**

Address information, see [corporate address](#)

Year established 1874

**Coverage:** Alpine, Closter, Cresskill, Demarest, Englewood, Englewood Cliffs, Harrington Park, Haworth, Northvale, Norwood, Old Tappan, Rockleigh, Teaneck and Tenafly

**Weekly paid:** 17,686

**Publication day:** Thursday

**Circulation authority:** USPS

**Publisher:** Jill Cohen

**Editor:** Douglas Hall

**Circulation Manager:** Patricia Vozzo

**Production Manager:** John Packer

## The Evening Journal Association

30 Journal Square  
Jersey City, NJ 07306  
201-217-2546, 201-217-2455 fax  
Web site: [www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)  
**Ownership:** The Evening Journal Association

**Publisher:** Kendrick Ross  
**Executive Editor:** Judy Locorriere  
**Advertising Director:** Paul Lanaris  
**Advertising Sales Manager:** Tom Pritchard  
**Marketing Manager:** Pam Bryce

### Bayonne Journal

30 Journal Square  
Jersey City, NJ 07306  
201-217-2546, 201-217-2455 fax  
[www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)  
Year established 2000

**Coverage:** Bayonne  
**Weekly free:** 36,839  
**Publication day:** Thursday  
**Circulation authority:** CAC

### El Nuevo

30 Journal Square  
Jersey City, NJ 07306  
201-217-2430, 201-217-2455 fax  
[www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)  
Year established 1995  
**Coverage:** Essex, Hudson, Passaic and Union counties  
**Weekly free:** 87,733  
**Publication Day:** Thursday  
**Circulation authority:** CAC  
**Language:** Spanish  
**Publisher:** Scott Ring

### Kearny Journal

30 Journal Square  
Jersey City, NJ 07306  
201-201-217-2546, 201-217-2455 fax  
[www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)  
Year established 2000

**Coverage:** Kearny, Harrison and East Newark  
*Hudson County*  
**Weekly free:** 22,637  
**Publication day:** Thursday  
**Circulation authority:** CAC

### Waterfront Journal

30 Journal Square  
Jersey City, NJ 07306  
201-217-2546, 201-217-2455 fax  
[www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)  
Year established 2000  
**Coverage:** Edgewater, Guttenberg, Hoboken, Jersey City, North Bergen, Union City, Weehawken and West New York  
**Weekly free:** 37,600  
**Publication day:** Thursday  
**Circulation authority:** CAC

## Hudson Reporter Associates

1400 Washington Street

P. O. Box 3069

Hoboken, NJ 07030 -1601

Hudson County

201-798-7800, 201-798-0018 fax

Year established 1983

**Ownership:** Hudson Reporter Associates

**Co-Publisher:** Lucha M. Malato

**Co-Publisher:** David S. Unger

**Managing Editor:** Caren Lissner

**Classified Advertising Manager:** Ann Reilly

**Circulation Manager:** Roberto Lopez

### **Bayonne Community News**

(201) 437-2460, Fax: (201) 437-7127

Address information, see [corporate address](#)

[www.bayonnecommunitynews.com](http://www.bayonnecommunitynews.com)

Year established - 1978

**Coverage:** Bayonne, Country Village,

Franklin Park, Society Hill

and Port Liberte in Jersey City

**Weekly free:** 28,030

**Publication day:** Wednesday

**Circulation authority:** CAC

### **The Hoboken Reporter**

Address information, see [corporate address](#)

**Coverage:** Hoboken

**Weekly free:** 18,000

**Publication day:** Sunday

**Circulation authority:** CAC

### **The Hudson Current**

Address information, see [corporate address](#)

**Coverage:** Hoboken, Jersey City and

Secausus

**Weekly free:** 11,000

**Publication day:** Thursday

**Circulation authority:** CAC

### **The Jersey City Reporter**

Address information, see [corporate address](#)

**Coverage:** Jersey City

**Weekly free:** 19,950

**Publication day:** Sunday

**Circulation authority:** CAC

### **The North Bergen Reporter**

Address information, see [corporate address](#)

**Coverage:** Guttenberg and North Bergen

**Weekly free:** 19,050

**Publication day:** Sunday

**Circulation authority:** CAC

### **The Secaucus Reporter**

Address information, see [corporate address](#)

**Coverage:** Secaucus

**Weekly free:** 6,050

**Publication day:** Sunday

**Circulation authority:** CAC

### **The Union City Reporter**

Address information, see [corporate address](#)

Year established 1997

**Coverage:** Union City

**Weekly free:** 12,950

**Publication day:** Sunday

**Circulation authority:** CAC

### **The Weehawken Reporter**

Address information, see [corporate address](#)

**Coverage:** Weehawken

**Weekly free:** 5,942

**Publication day:** Sunday

**Circulation authority:** CAC

### **The West New York Reporter**

Address information, see [corporate address](#)

**Coverage:** West New York

**Weekly free:** 9,300 **Publication day:**

Sunday

**Circulation authority:** CAC

## **Leader Newspapers**

The Leader/News Leader

251 Ridge Road

Lyndhurst, NJ 07071

(201) 438-8700, (201) 438-9022 fax

[www.LeaderNewspapers.net](http://www.LeaderNewspapers.net)

**Ownership:** Leader News Group LLC

**Publisher:** JoAnn Merklingshaus

**Editor in Chief:** Cindy Capitani

**Managing Editor:** Cindy Hastie

**Advertising Director:** JoAnn Merklingshaus

**Classified Executive:** Angela Pardey

**Office Manager:** Geri Ferrell

**Production & Design Manager:** Pamela Davidson

**Executive Administrator:** Ann Marie McCarthy

### **News Leader**

251 Ridge Road

Lyndhurst, NJ 07071

(201) 438-8700, (201) 438-9022 fax

Year established: 1894

**Coverage:** Carlstadt, East Rutherford,  
Lyndhurst, North Arlington, Rutherford and  
Wood-Ridge

**Weekly circulation mailed/paid:** 4,267

**Publication day:** Thursday

**Circulation authority:** CAC

### **The Leader**

251 Ridge Road

Lyndhurst, NJ 07071

(201) 438-8700, (201) 438-9022 fax

Year established: 1894

**Coverage:** Carlstadt, East Rutherford,  
Lyndhurst, North Arlington, Rutherford and  
Wood-Ridge

**Free mailed circulation:** 35,319

**Publication day:** Thursday

**Circulation authority:** CAC

## **Recorder Community Newspapers**

256 Mercer Street

P.O. Box 216

Stirling, NJ 07980

908-647-1187, 908-647-7679 fax

[www.recordernewspapers.com](http://www.recordernewspapers.com)

**Ownership:** Recorder Publishing Co.

**Co-Publisher/Executive Editor:** Elizabeth K. Parker

**Co-Publisher/Business Mgr. :** Stephen W. Parker

**Publisher Emerita:** Nancy Knowles Parker

**Assistant Executive Editor:** Phillip J. Nardone

**Advertising Director:** Douglas McBride

**Circulation Director:** David W. Nelson

**Production Manager:** Linda Campbell

**General Office Manager:** Diane Howard

**Vice President of Operations:** Sherwood L. Spitz

### **The Progress**

6 Brookside Ave.

P. O. Box 72

Caldwell, NJ 07006

973-226-8900, 973-226-0553 fax

[www.theprogressnj.com](http://www.theprogressnj.com)

Year established 1911

**Coverage:** Caldwell, Essex Fells, Fairfield, North Caldwell, Roseland and West Caldwell

**Weekly paid:** 7,411

**Publication day:** Thursday

**Circulation authority:** CAC

**Editor:** Rita Annan-Brady

## **Worrall Community Newspapers, Inc.**

1291 Stuyvesant Avenue

P.O. Box 3109

Union, NJ 07083

908-686-7700, 908-686-4169 fax

[ads@thelocalsource.com](mailto:ads@thelocalsource.com)

[editorial@thelocalsource.com](mailto:editorial@thelocalsource.com)

[www.localsource.com](http://www.localsource.com) <http://www.localsource.com/>

**Ownership:** Worrall Community Newspapers, Inc.

**Publisher:** David Worrall

**Executive Vice President:** Raymond Worrall

**Editor-in-chief:** Tom Canavan

**Retail Sales Director:** Josef Ornegri

**Classified Advertising Director:** Robert Bober

**IT Director:** Peter Worrall

**Marketing Director:** Joe Renna

**Sales Director:** Robert Pisaeno

**Production Director:** Tom Yauch

**Circulation Director:** John D'Achino

**Controller:** Nancy Worrall

### **Belleville Post**

266 Liberty Street

P. O. Box 110

Bloomfield, NJ 07003

973-743-4040, 973-680-8848 fax

Year established 1982

**Coverage:** Belleville

**Paid Circulation:** 1,037

**Publication day:** Thursday

**Circulation authority:** CAC

**Editor:** Chris Lang

**Editor:** John Zucal

### **Irvington Herald**

463 Valley Street

P. O. Box 158

Maplewood, NJ 07040

973-763-0700, 973-763-2557 fax

Year established 1911

**Coverage:** Irvington

**Weekly paid:** 2,759

**Publication day:** Thursday

**Circulation authority:** CAC

**Editor:** Steve Proctor

### **East Orange Record**

463 Valley Street

P.O. Box 158

Maplewood, NJ 07040

973-763-0700, 973-763-2557 fax

Year established 1899

**Coverage:** East Orange

**Weekly paid:** 3,369

**Publication day:** Thursday

**Circulation authority:** CAC

### **News-Record of Maplewood & South Orange**

463 Valley Street

P. O. Box 158

Maplewood, NJ 07040

973-763-0700, 973-763-2557 fax

Year established 1889

**Coverage:** Maplewood, South Orange

**Weekly paid:** 7,264

**Publication day:** Thursday  
**Circulation authority:** CAC  
**Editor:** Tara Hayden

**The Nutley Journal**

266 Liberty St.  
P. O. Box 110  
Bloomfield, NJ 07003  
973-743-4040, 973-680-8848 fax  
Year established 1982  
**Coverage:** Nutley  
**Weekly paid:** 1,743  
**Publication day:** Thursday  
**Circulation authority:** CAC  
**Editor:** Chris Lang

**Orange Transcript**

463 Valley Street  
P. O. Box 158  
Maplewood, NJ 07040  
973-763-0700, 973-763-2557 fax  
Year established 1898  
**Coverage:** Orange  
**Weekly paid:** 1,929  
**Publication day:** Thursday  
**Circulation authority:** CAC  
**Editor:** John Zucal

**The Glen Ridge Paper**

266 Liberty Street  
P. O. Box 110  
Bloomfield, NJ 07003  
973-743-4040, 973-680-8848 fax  
Year established 1883  
**Coverage:** Glen Ridge  
**Weekly paid:** 1,332  
**Publication day:** Thursday  
**Circulation authority:** CAC

**Editor:** Kevin Canessa Jr.

**The Independent Press of Bloomfield**

266 Liberty Street  
P. O. Box 110  
Bloomfield, NJ 07003  
973-743-4040, 973-680-8848 fax  
Year established 1883  
**Coverage:** Bloomfield  
**Weekly paid:** 3,378  
**Publication day:** Thursday  
**Circulation authority:** CAC

**Editor:** Kevin Canessa Jr.

**Vailsburg Leader**

463 Valley Street  
P. O. Box 158  
Maplewood, NJ 07040  
973-763-0700, 973-763-2557 fax  
Year established 1949  
**Coverage:** Newark  
**Weekly paid:** 271  
**Publication day:** Thursday  
**Circulation authority:** CAC  
**Editor:** Steve Proctor

**West Orange Chronicle**

463 Valley Street  
P. O. Box 158  
Maplewood, NJ 07040  
973-763-0700, 973-763-2557 fax  
Year established 1930  
**Coverage:** West Orange  
**Weekly paid:** 6,393  
**Publication day:** Thursday  
**Circulation authority:** CAC  
**Editor:** Justin Conforti

## **Community Newspapers of North Jersey Media Group**

### **The Weekly Division of North Jersey Media Group**

1 Garret Mountain Plaza

PO Box 471

West Paterson, NJ 07424-0471

973-569-7000, 973-569-7310 fax

**Ownership:** North Jersey Media Group

**President:** Stephen A. Borg

**Vice President/Essex County:** Kathleen Hivish

**Vice President/Passaic-Morris County:** Michael Lawson

**Vice President/Bergen County:** Sharon Puser

**Vice President/Bergen County:** Janice Friedman

**Vice President/Distribution Director:** Cynthia Werner

**Vice President/Production:** Glenn Garvie

**Controller:** Joyce Matthes

#### **Aim West Milford**

300 Kakeout Road

Kinnelon, NJ 07405

(973) 283-5600, Fax: (973) 283-5623

aim@northjersey

Year Established: 1982

Coverage: Hewitt, Newfoundland, Oak

Ridge and West Milford

Free Circulation: 11,021

Publication Day: Friday

Circulation Authority: USPS

Publisher: Michael Lawson

Advertising Sales Manager: Garry DeYoung

#### **Belleville Times**

90 Centre Street

Nutley, NJ 07110-3270

(973) 667-2100, Fax: (973) 667-3904

bellevilletimes@northjersey.com

Year Established: 1909

Coverage: Belleville

Paid Circulation: 2,395

Publication Day: Thursday

Circulation Authority: USPS

Publisher: Kathleen Hivish

Editor: Paul Milo

Advertising Manager: Nancy Connelly

Classified Advertising Manager: Rose

O'Riordan

#### **Bloomfield Life**

90 Centre Street

Nutley, NJ 07110-3270

(973) 667-2100, Fax: (973) 667-3904

bloomfieldlife@northjersey.com

Year Established: 1983

Coverage: Bloomfield

Paid Circulation: 2,640

Publication Day: Thursday

Circulation Authority: USPS

Publisher: Kathleen Hivish

Editor: Jonathan Sachs

Advertising Manager: Nancy Connelly

Classified Advertising Manager: Rose

O'Riordan

#### **Clifton Journal**

1187 Main Avenue, Suite 2D

Clifton, NJ 07011-2252

(973) 478-7958, Fax: (973) 478-9754

cliftonjournal@northjersey.com



Year Established: 1917

Coverage: Clifton  
Free Circulation: 25,844  
Publication Day: Friday  
Circulation Authority: CAC

Publisher: Michael Lawson  
Editor: Albina Sportelli  
Advertising Sales Manager: Garry DeYoung  
Classified Advertising Manager: Rose O'Riordan

### **Community News**

12-38 River Road  
Fair Lawn, NJ 07410  
(201) 791-8994, Fax: (201) 794-3259  
communitynews@northjersey.com  
Year Established: 1948

Coverage: Elmwood Park, Fair Lawn,  
Garfield, Hasbrouck Heights, Lodi,  
Maywood, Rochelle Park, Saddle Brook,  
Wallington and Wood Ridge  
Free Circulation: 58,232  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Richard Mardekian  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **Fort Lee Suburbanite**

210 Knickerbocker Road  
Cresskill, NJ 07626-1343  
(201) 894-6720, Fax: (201) 568-4360  
fortlee@northjersey.com  
Year Established: 2003

Coverage: Fort Lee  
Free Circulation: 17,549  
Publication Day: Friday  
Circulation Authority: USPS and ABC White  
Audit, December 2004

Publisher: Janice Friedman  
Editor: Alana Quartuccio  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose O'Riordan

### **Franklin Lakes/Oakland Suburban News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Franklin Lakes and Oakland  
Free Circulation: 7,747  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **The Gazette**

12-38 River Road  
Fair Lawn, NJ 07410  
(201) 791-8994, Fax: (201) 794-3259  
thegazette@northjersey.com  
Year Established: 1948

Coverage: Hawthorne, Haledon, North  
Haledon and Prospect Park  
Free Circulation: 13,712  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Richard Mardekian  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **Glen Ridge Voice**

90 Centre Street  
Nutley, NJ 07110-3270  
(973) 667-2100, Fax: (973) 667-3904  
glenridgevoice@northjersey.com  
Year Established: 1995

Coverage: Glen Ridge  
Paid Circulation: 735  
Publication Day: Thursday  
Circulation Authority: USPS

Publisher: Kathleen Hivish  
Editor: Johnathan Sachs  
Advertising Manager: Nancy Connelly  
Classified Advertising Manager: Rose O'Riordan

### **Glen Rock Gazette**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5432, Fax: (201) 612-5436  
glenrock@northjersey.com  
Year Established: 1994

Coverage: Glen Rock  
Free Circulation: 5,320  
Publication Day: Friday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Susan Sherrill  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **The Item of Millburn and Short Hills**

343 Millburn Avenue, Suite 100  
Millburn, NJ 07041-1940  
(973) 921-6452, Fax: (973) 921-6458  
theitem@northjersey.com  
Year Established: 1888

Coverage: Millburn and Short Hills  
Paid Circulation: 4,456  
Publication Day: Thursday  
Circulation Authority: USPS

Publisher: Kathleen Hivish  
Editor: Eveline Speedie  
Advertising Manager: Brian Winterberg  
Classified Advertising Manager: Rose O'Riordan

### **Mahwah**

Suburban News  
41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Mahwah  
Free Circulation: 9,307  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **Midland Park Suburban News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Midland Park  
Free Circulation: 2,653  
Publication Day: Wednesday  
Circulation Authority: CAC  
Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **The Montclair Times**

114 Valley Road

Montclair, NJ 07042-2321  
(973) 233-5000, Fax: (973) 233-5031  
contactus@montclairtimes.com  
Year Established: 1877

Coverage: Montclair and Upper Montclair  
Paid Circulation: 10,248  
Publication Day: Thursday  
Circulation Authority: USPS

Publisher: Kathleen Hivish  
Editor: Mark S. Porter  
Advertising Manager: Nancy Connelly  
Classified Advertising Manager: Rose O'Riordan

### **Northern Valley Suburbanite**

210 Knickerbocker Road  
Cresskill, NJ 07626-1343  
(201) 894-6700, Fax: (201) 568-4360  
suburbanite@northjersey.com  
Year Established: 1958

Coverage: North Edition: Closter,  
Demarest, Harrington Park, Haworth,  
Northvale, Norwood, Old Tappan and  
Rockleigh  
South Edition: Alpine, Cresskill, Englewood,  
Englewood Cliffs and Tenafly  
Free Circulation: 28,547  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Janice Friedman  
Editor: Beverly O'Shea  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose O'Riordan

### **Nutley Sun**

90 Centre Street  
Nutley, NJ 07110-3270  
(973) 667-2100, Fax: (973) 667-3904  
nutleysun@northjersey.com  
Year Established: 1894

Coverage: Nutley  
Paid Circulation: 4,521  
Publication Day: Thursday  
Circulation Authority: USPS

Publisher: Kathleen Hivish  
Editor: Paul Milo  
Advertising Manager: Nancy Connelly  
Classified Advertising Manager: Rose O'Riordan

### **Pascack Valley**

Community Life  
372 Kinderkamack Road  
Westwood, NJ 07675-1600  
(201) 664-2501, Fax: (201) 664-1332  
pvcommunitylife@northjersey.com  
Year Established: 1950

Coverage: Emerson, Hillsdale, Montvale,  
Old Tappan, Park Ridge, River Vale,  
Washington Township, Westwood and  
Woodcliff Lake  
Free Circulation: 23,975  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Janice Friedman  
Editor: Carolyn Molyneaux  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose O'Riordan

### **Passaic Valley Today**

1 Garret Mountain Plaza  
P.O. Box 471  
West Paterson, NJ 07424-0471  
(973) 569-7393, Fax: (973) 569-7377  
today@northjersey.com  
Year Established: 1961

Coverage: Little Falls, Totowa and West  
Paterson  
Free Circulation: 11,295  
Publication Day: Thursday  
Circulation Authority: CAC

Publisher: Michael Lawson  
Editor: Christa Limone  
Advertising Sales Manager: Garry DeYoung  
Classified Advertising Manager: Rose O'Riordan

### **Ramsey Suburban News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Ramsey  
Free Circulation: 4,458  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **The Ridgewood News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5400, Fax: (201) 612-5410  
ridgewoodnews@northjersey.com  
Year Established: 1889

Coverage: Ridgewood and vicinity  
Paid Circulation: 6,873  
Publication Day: Friday  
Circulation Authority: ABC White Audit,  
March 2004

Publisher: Sharon Puser  
Editor: Susan Sherrill  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **South Bergenite**

33 Lincoln Avenue  
Rutherford, NJ 07070-2112  
(201) 933-1166, Fax: (201) 933-5496  
southbergenite@northjersey.com  
Year Established: 1970

Coverage: Carlstadt, East Rutherford,  
Lyndhurst, North Arlington and Rutherford  
Free Circulation: 26,426  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Janice Friedman  
Editor: Jaimie Winters  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose O'Riordan

### **Suburban News/Village Gazette**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5431, Fax: (201) 612-5436  
village@northjersey.com  
Year Established: 2001

Coverage: Ridgewood  
Free Circulation: 7,623  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Susan Sherrill  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **Suburban Trends**

300 Kakeout Road  
Kinnelon, NJ 07405-2548  
(973) 283-5600, Fax: (973) 283-5623  
suburbantrends@northjersey.com  
Year Established: 1958

Coverage: Bloomingdale, Butler, Haskell,  
Hewitt, Kinnelon, Lincoln Park,  
Newfoundland, Pequannock, Pompton

Lakes, Pompton Plains, Ringwood,  
Riverdale, Wanaque and West Milford  
Sunday Circulation: 9,721  
Wednesday Circulation: 8,630  
Publication Days: Wednesday & Sunday  
Circulation Authority: ABC White Audit,  
March 2004

Publisher: Michael Lawson  
Editor: Matt Fagan  
Advertising Sales Manager: Garry DeYoung  
Classified Advertising Manager: Rose  
O'Riordan  
Circulation Manager: Cory Cadrain

### **Teaneck Suburbanite**

210 Knickerbocker Road  
Cresskill, NJ 07626-1343  
(201) 568-6090, Fax: (201) 568-4360  
suburbanite@northjersey.com  
Year Established: 1958

Coverage: Teaneck  
Free Circulation: 11,106  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Janice Friedman  
Editor: Beverly O'Shea  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose  
O'Riordan

### **Town Journal**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5434, Fax: (201) 612-5436  
townjournal@northjersey.com  
Year Established: 1974

Coverage: Allendale, Ho-Ho-Kus, Saddle  
River and Upper Saddle River  
Free Circulation: 6,924  
Publication Day: Thursday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Deborah Wilkey  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose  
O'Riordan

### **Town News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5425, Fax: (201) 612-5421  
townnews@northjersey.com  
Year Established: 1952

Coverage: Oradell, Paramus and River  
Edge  
Free Circulation: 14,663  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Kelly Nicholaides  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose  
O'Riordan

### **Twin-Boro News**

210 Knickerbocker Road  
Cresskill, NJ 07626-1343  
(201) 568-6272, Fax: (201) 568-6209  
twinboro@northjersey.com  
Year Established: 1947

Coverage: Bergenfield, Dumont and New  
Milford  
Free Circulation: 19,689  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Janice Friedman  
Editor: William Slossar  
Advertising Manager: Vince Carnevale  
Classified Advertising Manager: Rose  
O'Riordan

### **Verona-Cedar Grove Times**

433 Pompton Avenue  
Cedar Grove, NJ 07009-1802  
(973) 239-0900, Fax: (973) 239-7739  
vcgtimes@northjersey.com  
Year Established: 1948

Coverage: Cedar Grove and Verona  
Paid Circulation: 4,434  
Publication Day: Thursday  
Circulation Authority: USPS

Publisher: Kathleen Hivish  
Editor: Owen Proctor  
Advertising Manager: Nancy Connelly  
Classified Advertising Manager: Rose O'Riordan

### **Waldwick Suburban News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Waldwick  
Free Circulation: 3,297  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan

### **Wayne Today**

1 Garret Mountain Plaza  
P.O. Box 471  
West Paterson, NJ 07424-0471  
(973) 569-7393, Fax: (973) 569-7377  
today@northjersey.com  
Year Established: 1961

Coverage: Wayne  
Free Circulation: 19,428  
Publication Day: Thursday  
Circulation Authority: CAC

Publisher: Michael Lawson  
Editor: Christa Limone  
Advertising Sales Manager: Garry DeYoung  
Classified Advertising Manager: Rose O'Riordan

### **Wyckoff Suburban News**

41 Oak Street  
Ridgewood, NJ 07450-0380  
(201) 612-5415, Fax: (201) 612-5421  
suburbannews@northjersey.com  
Year Established: 2001

Coverage: Wyckoff  
Free Circulation: 5,702  
Publication Day: Wednesday  
Circulation Authority: CAC

Publisher: Sharon Puser  
Editor: Trudy Walz  
Advertising Manager: Amy Weinhofer  
Classified Advertising Manager: Rose O'Riordan



The NJPA weekly independent newspaper members list below  
is alphabetized by newspaper name.

**Observer, The**

194 Boulevard  
Hasbrouck Heights, NJ 07604  
201-288-0333, Fax: 201-288-1847 fax  
Year established 1925  
**Ownership:** Hasbrouck Heights Publishing  
Company

**CIRCULATION**

**Coverage:** Hasbrouck Heights and  
Teterboro  
**Weekly Paid:** 2,058  
**Publication day:** Thursday  
**Circulation authority:** USPS

**PERSONNEL**

**General Manager:** Louis Davenport  
**Editor & Advertising Director:** Catherine  
Brunetti  
**Circulation Director:** Patricia M. Godfrey

**West Essex Tribune, The**

495 South Livingston Avenue  
P.O. Box 65  
Livingston, NJ 07039-0065  
973-992-1771, Fax: 973-992-7015 fax  
[www.westessextribune.org](http://www.westessextribune.org)  
Year established 1929  
**Ownership:** West Essex Tribune, Inc.

**CIRCULATION**

**Coverage:** Livingston, Newark, Roseland  
and West Orange  
**Weekly paid:** 6,784  
**Publication day:** Thursday

**Circulation authority:** ABC White Audit,  
Dec. 2004

**PERSONNEL**

**Publisher & Circulation Director:** Jennifer  
Cone Chciuk  
**Business Manager:** Ellen Harte  
**Editor:** Nancy B. Dinar  
**Managing Editor:** Christine K. Sablynski  
**Classified Advertising Manager:** Laurie  
Goler  
**Circulation Manager:** Lori Fine  
**Production Manager:** Karen Trachtenberg

**New Jersey Law Journal**

238 Mulberry St.  
P.O. Box 20081  
Newark, NJ 07101-6081  
973-642-0075, Fax: 973-642-0920 fax  
[www.njlawjournal.com](http://www.njlawjournal.com)  
[www.njlj.com](http://www.njlj.com)  
Year established 1878  
**Ownership:** ALM Media, Inc.

**CIRCULATION**

**Coverage:** State of New Jersey  
**Weekly paid:** 8,273  
**Publication day:** Monday  
**Circulation authority:** ABC White Audit,  
June 2005

**PERSONNEL**

**Publisher:** Robert S. Steinbaum  
**Editor-in-Chief:** Ronald J. Fleury  
**Advertising Manager:** Vivian F. DiStaso  
**Circulation Director:** Michael Cirillo  
**Art Director:** Douglas L. Jones

## Newspapers - Non-English Language

### **24 Horas, Inc.**

68 Madison Street  
Newark, NJ 07105  
973-817-7400, 973-817-8383 fax  
Advertising: 201-997-1771, Fax: 201-997-7633

[www.24horasinc.com](http://www.24horasinc.com)

Year established 1999

**Ownership:** 24 Horas, Inc.

**Coverage:** Essex, Union, Bergen, Hudson, Middlesex and Passaic Counties in New Jersey.

New York, Nassau, Queens, Suffolk and Westchester Counties in New York.

Fairfield and New Haven Counties in Connecticut

**Daily paid:** 10,000

**Publication Days:** Daily except Sunday

**Language:** Portuguese

**Director/Administrator:** Victor M. Alves

**Marketing Director:** Sonia Paula Alves

### **El Especialito**

3510 Bergenline Avenue  
Union City, NJ 07087  
201-348-1959, Fax: 201-348-3385

[www.elespecial.com](http://www.elespecial.com)

Year Established: 1996

**Ownership:** USA Distributors, Inc.

**Coverage:** Essex, Hudson and Passaic counties in New Jersey; Jackson Heights and Washington Heights in New York

**Weekly Free:** 75,000

**Publication Day:** Friday

**Circulation Authority:** CAC

**Language:** Spanish

**Publisher:** Antonio Ibarria, Sr.

**General Manager:** Anthony Ibarria, Jr.

### **El Nuevo**

30 Journal Square  
Jersey City, NJ 07306  
201-217-2430, Fax: 201-217-2455

[www.TheJerseyJournal.com](http://www.TheJerseyJournal.com)

Year established 1995

**Ownership:** Advance Publications, Inc.

**Coverage:** Hispanic population in Essex, Hudson, Passaic and Union counties

**Weekly free:** 87,733

**Publication Day:** Thursday

**Circulation authority:** CAC

**Language:** Spanish

**Publisher:** Kendrick Ross

### **Su Guia**

1187 Main Avenue, Suite 2D  
Clifton, NJ 07011-2252  
973-253-2707, Fax: 973-478-9754

[www.northjersey.com](http://www.northjersey.com)

Year Established: 2002

**Ownership:** North Jersey Media Group

**Coverage:** Hispanic communities of Bergen and Passaic counties

**Weekly free:** 30,788

**Publication Day:** Friday

**Circulation authority:** Circulation Dept.

**Language:** Spanish

**Publisher:** Michael Lawson

**General Manager:** Jose Corban

**Editor:** Daniel M. Santacruz

**Classified Advertising Manager:** Rose O'Riord



## NOTES