

People & Papers

Monmouth students team up with Asbury Park Press

Monmouth University students are writing a blog for the *Asbury Park Press*.

Named "MUspace," the online journal reports about goings-on around campus and in the surrounding town. It's updated several times a week and can be viewed at <http://app.com/monmouthublog/>.

"It's a win-win situation for both the newspaper and students," said Professor Mark Grabowski, whose Introduction to Journalism class began blogging in December.

"The students learn first-hand about online journalism and get published. The blog might also help attract more young readers, particularly college students, to the *Asbury Park Press's* website and newspaper."

The blog is one of several features the newspaper recently introduced as part of a major upgrade of its website.

Publishing articles isn't anything new for Grabowski's students, who this semester have been published in the *Minneapolis Star Tribune*, *Asbury Park Press*, *Gloucester County Times*, *Today's Sunbeam*, *The Jackson Times*, *Atlanticville* and *The Hub*.

The idea for MUspace was born

in September, when Grabowski approached Executive Editor Skip Hidlay about partnering to produce a blog.

"Skip has a reputation of being an aggressive editor who's willing to try new things," Grabowski said. "He jumped at the idea."

Journalism alive

"The blog is indicative of a new trend in journalism. Increasingly, traditional media outlets are breaking news on their websites. Journalists no longer have to wait for the evening broadcast or tomorrow's edition to report the news.

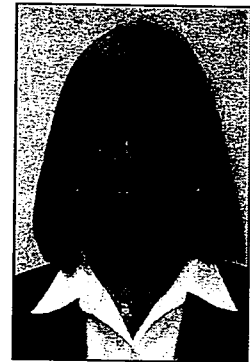
"All of the gloomy reports about newspaper circulation rapidly dropping might lead some to believe that journalism itself is dying," said Grabowski, who worked as a reporter for *The Providence Journal* and *Arizona Republic*. "But journalism is alive and well. It is just that the way reporters do their job is changing."

"As a former newspaper reporter, I view journalism as a skill or a trade. The best way to learn it is by doing it. Monmouth students will get to learn about multimedia reporting through this unique hands-on experience."

PoliticsNJ.com changes name in multi-state growth plan

PoliticsNJ.com, a new associate member of NJPA and a source for news about politics

holders, news makers, editorial writers, and policy hounds," said a *New Jersey Monthly* review of



NJN

Amy Lear
Director
New Jersey

New

Like making the first footprint blanket snow, we approach this with great excitement. We are re- forward into the new year and changing media landscape.

In 2008, NJNN's priorities are:

1. Grow revenue by 8%
2. Educate newspaper sales e about NJNN's new online ad s
3. Promote our print and onlin vices, and prospect for new ct
4. Transition from our current software to the new web-base
5. Keep current customers sati encourage them to increase buys.
6. Serve our membership with e
7. Fill the position of business ment account executive

As the holiday shopping season it's important to reinforce the re newspapers to successful mercha vertisers can trust that our medium generate sales. According to the s

