

# Parent Talks

The Record

Newspaper NIE, circ. 60,001 to 150,000

150 River St., Hackensack, NJ 07646

Cynthia Forster, Business Development Manager/Education

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201-646-4384

127,000-plus, 6-day average, daily

Parent Talks extend NIE into parent marketing through events targeting their interest in education and children.

Target of series: parents and educational community

# Parents Talks--Description

- **Parent Talks and More: Promoting to Teachers, Students, and Families**
- As newspapers continue their drive to increase home subscriptions and increase recognition of newspaper products in their communities, our NIE program is utilizing our existing school base to raise that recognition with families through programs that celebrate our interest in the communities we serve.
- We have started a series of parent workshops that take on education-based topics with a community-based panel. **Parent Talks** is open to the public, as well as teachers, and also includes vendor tables, making it a possible revenue producer for our program. This ongoing series has allowed us to partner with our parent magazine, The Parent Paper, together with Fairleigh Dickinson University, which provides the free space. The first series of three talks brought in more than 100 attendees.

# Parent Talks--Timeline

- This effort began in July with the concept.
- Location, panel components, vendor possibilities came in August.
- Marketing began in September.
- Event logistics and staffing were left to early October.

# Parent Talks—Project Plan

- **PROJECT PLAN**
- **Project:** Growing North Jersey—What Our Parents Need to Know
- **Partners:** The Record, Herald News, The Parent Paper
- **Objectives:**
- To grow newspaper subscriptions among family base
- To increase awareness of education content in newspapers and magazine
- To strengthen the relationship with current readership
- To offer value-added to subscribers and current advertisers
- To showcase editorial talent
- **Strategies:**
- Produce three parent evening events that bring together panels of experts on three different topics for two-hour sessions that are free to subscribers and request donations from other attendees.
- Events will be held at Fairleigh Dickinson University's Wilson Auditorium, with possibility of one event at William Paterson University, from 7 to 9 p.m.,
- Showcase panels on the following questions:
- Our Special Children—Resources for Students with Disabilities, October 16
- You're Not A Baby Anymore—From Two To School, October 23
- Transitions—The Teen Years and College On The Horizon, October 30
- Create new advertising opportunities through 20 vendor tables at events
- Establish partnerships for logo recognition and sponsorship.
  
- **Key Stakeholders:**
- Circulation and Marketing
- Cynthia Forster
- Melissa McCallihan
- Susan Beigen
- Yazmin Gomez
- Amanda LaPara
- Bill Merkle
- Editorial
- Mary Vallo
- Leslie Brody
- Colleen Diskin
- Susan DeSantis
- Advertising
- The Parent Paper advertising staff
- Carol Lotito
-

# Parent Talks—Vendor Request

- **1st Annual Parent Talks panel series**
- **October 16, 23, 30, 2008**
- As part of the series, we are offering a limited number of vendor tables, with viewing time from 6 to 7 p.m. at each event. While tables are complimentary, we are seeking voluntary contributions to our Newspaper In Education program, which serves North Jersey schools with free distribution of newspapers and curriculum materials. Your donation will be made to North Jersey Media Group Foundation, a 501C3 organization.
- Each table will come with a chair and tablecloth.
- **Vendor Table Registration Form:**
- Name: \_\_\_\_\_ Organization: \_\_\_\_\_
- Title: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_
- E-Mail: \_\_\_\_\_
- **Check here if you wish to make a voluntary donation to NIE\_\_\_\_\_.**
- **Suggested donation amount: \$100 per table for entire series.**
- **[Donation payment can be in the form of check, with all payments made to North Jersey Media Group Foundation]**
- **Check Enclosed \_\_\_\_\_ Donation Amount\_\_\_\_\_**
- **Registration Deadline is Tuesday, October 14, 2008.**
- **Questions: Contact us at 201.646.4255**
- **Fax: 201-646-4010.**
- **Thank you for your support and generosity.**
- **Cynthia Forster**
- **Business Development Manager/Education**
- **The Record/Herald News**

# Parent Talks--Development

- The concept of Parent Talks started with the shift of our department name and priorities from newspaper placement to community contact and marketing our education content.
- We had already run teacher conferences with Fairleigh Dickinson University, so this was a natural extension. For the first time, however, we partnered with one of our magazines, The Parent Paper, to help advertise the series. In turn, the magazine received logo recognition on ads, a table at the event, and moderating 1 workshop in the series.
- Financing was minimal since location was donated in partnership, and The Record contributed staff time, mailing costs, house ads, e-mail blasts.
- Event was free to the public, but there were 6 paid vendor tables, at \$550.

# Parent Talks--Marketing

- Parent Talks was promoted through the following:
- ½ page In-house ads, running Monday through Sunday editions based on available of space.
- E-mail blast to our teacher base, 1000 teachers, and also to our Marketing-developed parent base, 4000 e-mail addresses.
- Panelists distributed information to their target groups.
- Flyers mailed to 600 schools in North Jersey.

# Parent Talks—Print Marketing

**Parents! Grandparents! Teachers!**

**FREE Event!**

## Parent Talks

Join *The Record*, in partnership with *The Parent Paper*, for three programs to answer your questions and help you connect with kids of all ages. Make your October Thursday nights count.

Three panels of North Jersey leaders will discuss:

**October 16**  
Our Special Students—  
Resources for students with special needs.

**Madhuri Rodriguez, MSS**  
Executive Director,  
CAPE Special Services Resource Center

**Christine A. Soto**  
Special Education Attorney,  
Law Offices of G. Emerson Dickman

**Ilene Kleinman, MBA**  
Director,  
Div. Continuing Education/Community  
Outreach, Bergen Community College

**Sarah Derico**  
Independent Living Coordinator,  
Heightened Independence & Progress

Moderator: Lindy Washburn,  
Senior Writer, *The Record*

**October 23**  
You're Not A Baby Anymore—  
Heading to school for the first time.

**Tammy Gold**  
Founder,  
Gold Parent Coaching

**Dr. Randye Huron**  
Director,  
Institute for Child Development,  
Jos. M. Sansari Children's Hospital,  
Hackensack Medical Center

**Alison Zimmerman, RD**  
Nutritionist,  
Englewood Hospital Medical Center

Moderator: Colleen Dinkin,  
*The Mother Load* columnist, *The Record*

**October 30**  
Transitions—  
On to the adult world.

**Detective Timothy P. Gerity**  
Saddle River Police Dept.,  
Bergen County Prosecutor's Office Computer  
Crimes Taskforce

**Tammy Molinelli**  
Exec. Director,  
Bergen County Workforce Investment Board

**Preston Foster**  
Interactive Learning,  
Educational Testing Service

**Drew Ippolito**  
Director of Undergraduate Admissions,  
Fairleigh Dickinson University

Moderator: Mary Vallo,  
Editor, *The Parent Paper*

**7 – 9 p.m.**  
Wilson Auditorium,  
Fairleigh Dickinson University, Hackensack

For more information, call 201-646-4255

Information tables available 6 – 7 p.m.

In cooperation with

Sponsored by

**The Record**

**The Parent Paper**

**FAIRLEIGH DICKINSON UNIVERSITY**

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**Register NOW!**  
at [Northjersey.com/parenttalks](http://Northjersey.com/parenttalks)

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# Parent Talks-Magazine Marketing

Parents!

Grandparents!

Teachers!

## Parent Talks

Join *The Parent Paper* and *The Record* for three programs to answer your questions and help you connect with kids of all ages. Make your October Thursday nights count.

Three panels of North Jersey community leaders will discuss:

**October 16** *Our Special Students—Resources for students with special needs.*

Hear a lawyer/child advocate, educator/parent, researcher, and Special Services representative talk about how to maneuver through the system.

**October 23** *You're Not A Baby Anymore—What about after infancy*

Meet with a parent coach, pediatrician/child psychologist, and nutritionist to discuss everything from discipline to major changes.

**October 30** *Transitions—On to the adult world.*

Worried about testing, life after high school? What about protecting your child from cyber-bullying and dealing with mental health issues?

7 – 9 p.m.

Wilson Auditorium, Fairleigh Dickinson University, Hackensack

Information tables available 6 – 7 p.m.

Register by October 13 at [Northjersey.com/parenttalks](http://Northjersey.com/parenttalks)

For more information, call 201-646-4255

Teachers!  
Professional Development  
Hours Available!

The Record

The  
Parent  
Paper

THE FAIRLEIGH DICKINSON UNIVERSITY  
FAIRLEIGH  
DICKINSON  
UNIVERSITY



# Parent Talks—E-mail Marketing

- **From:** The Record [marketing@njmg.northjersey.com]  
**Sent:** Tuesday, October 07, 2008 2:02 PM  
**To:** Forster@northjersey.com  
**Subject:** Teacher Opportunity from The Record

- TO: Cynthia Forster

Learn how to connect with kids Thursdays in October as The Record and The Parent Paper present Parent Talks.

The free, moderated panel discussions feature expert advice from leading education, health and other professionals on the following topics:

- Oct. 16: Our Special Students – Resources for students with special needs
- Oct. 23: You're Not a Baby Anymore – Heading to school for the first time
- Oct. 30: Transitions - On to the adult world
- Programs are from 7 to 9 p.m. at Fairleigh Dickinson University's Wilson Auditorium, Hackensack. Information tables will be available from 6 to 7 p.m.
- Registration is being accepted through Oct. 13. Call 201-646-4255 or visit [northjersey.com/parenttalks](http://northjersey.com/parenttalks).  
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# Evaluation and Results

- We believe that education marketing to families and the general population builds recognition throughout North Jersey, and interests more people in reading our educational content as well. Readers' panels have shown us that our area, a mixed urban and suburban demographic that includes both high and low income groups, is highly interested in education topics.
- Our approach of using the base we have nurtured through Newspaper in Education, has allowed us to be successful in creating events quickly. Using existing staff, we already had the database of teacher and parent organization contacts to drive attendance, plus the networking and presence to attract quality presenters.
- Our first series of Parent Talks attracted more than 100 participants. While the panels of experts were chosen from outside our North Jersey Media Group family, we used the events to drive recognition of our education reporters and columnists as moderators for each program.
- In addition to the attendance, these events allowed us to compile new databases of interested community members. The Parent Talks generated a modest revenue stream which we hope to build as the talks gain more recognition. We aim to make education marketing events pay for themselves.

# Parent Talks—The Future

- We are currently planning our 4<sup>th</sup> Parent Talk for May 13, in partnership with the Family Support Organization of Bergen County. While the format will remain the same, the topic will be: Keeping Kids Health—Family Mental Health Challenges in 2009.
- We forecast one talk during the summer, and a series of two in the fall. We found a series of three was hard to work into busy family schedules.

# Sample attendee evaluations

First Name	Last Name	Email Address	What was your overall assessment of the October Parent Talks panel discussion experience? Please rate on a scale from 1 to 5 (1 - Not very informative to 5 - Extremely informative).	Was the timing of the Thursday evening programs suitable for you? Please explain.	After attending the fall Parent Talks, are you more likely to attend future panel discussions?	What topics would you like to see included in future Parent Talks? Please explain.
Eileen	Aroneo	earoneo@yahoo.com	5	The timing was good. Anything during the week is good and as for the time -7:00 was a good choice - enough time to get home from work and make sure everyone is settled.	Yes	Information dealing with adults with disabilities is very helpful. When someone with disabilities leaves school, many of their networks for information are lost and it is difficult to figure out where or how to obtain different services. And any workshops provided by the State are held during the day and usually in central Jersey. If the Record could provide information regarding services available to adults with disabilities on work, living, recreation, school, etc. it would be terrific.
Pamela	Bedrock	crabcakes8@optonline.net	4	yes	Yes	
Jeanne	Buesser	jbmistletoe@optonline.net	4	yes	Yes	having more experts, pediatricians, and therapeutic services
Ralph	Duciewicz	rduciewicz@bergenfield.org	5	great!	Yes	trust-guardianship
Anna	Flores	counseloranna26@yahoo.com	3	yes	Yes	Concrete examples of problem-solving with schools to get them to enforce IEPs.
Linda	Lyons	lslcmk@verizon.net	4	Yes, I was able to attend the 2 that were relevant to me, and Thursday evening worked fine for me. The location is very convenient for me also.	Yes	My particular interests are special needs, teen issues, college prep. It would be good to have experts share (being careful to not be giving an overt sales pitch!). Provide information, but also give 'real life' stories, i.e., like the 'Mother Load' column. Panel discussions are good 'cause you get a variety of opinions, etc.
Rita	Martin	ritamartin@optonline.net	4	yes the timing was fine. I was able to go home and get a bite to eat, and then attend the seminar.	Yes	Topics related to child abuse, what to look out for, red flags, resources to help distressed parents, I work in a day care center and I would like to know these things in order to assist parents.
Roberta	Mayer	Chrisandmikesmom@hotmail.com	5	Yes! The start and end time worked great. They were also a good length. Anything past 2 hours on a week night is too much!	Yes	Parents involvement with school. Tips on developing a positive partnerships with the teacher. Setting realistic goals for your child's performance and success in school. Strategies for monitoring homework and encouraging your child to work to his/her potential.
Jacqueline	McClintock	mrmccclintock@yahoo.com	4	yes, not too late, not too early	Yes	I am a teacher and would have liked info on how to help the struggling students in class
Alexandra	Soriano-Taveras	asorianot@optonline.net	4	Yes	Yes	
Rosemarie	Tenetylo	mrsteasdale@optonline.net	4	Timing fell within normal post-dinner to rest period.	Yes	Educational options for post-secondary school students.
Pietro	Vitale	Mr.Mayors@yahoo.com	5	yes, it was very suitable	Yes	Autism