



# Haddon Heights Newspaper

Mayor Alexander and Bob Hunter

August 18<sup>th</sup>, 2008

# Introduction

- Towns are using more and more methods to communicate with their residents, property owners, businesses and visitors.
- Channels being used include web sites, newspapers, newsletters, email, text, word of mouth, press releases, and media.
- Increased communications provides transparency, reduced miscommunications, enhanced public relations, business support, and overall brand awareness.

# Key Observations

- Haddon Heights Communications today:
  - Web site: updated regularly and currently being evaluated to provide increased content, navigation and brand support. Now participating in the Classic Town's website.
  - Email: minimal
  - Text: none
  - Press Releases: minimal
  - Word of Mouth: Council Meetings
  - Community Board: One location
  - Press: The Retrospect, Haddon Herald, Courier-Post
  - Direct Mail: Heights' Report
    - Quarterly
    - 2 pages
    - Black/White
    - 238 square inches of copy/issue (952 sq inches/yr)
    - 0% of space if advertising

# Key Observations – Direct Mail

- Haddonfield: What's On
  - Bi-weekly,
  - 32 pages
  - 4 pages of color, remainder b/w
  - 1,123 sq inches of copy/issue (29,203/yr) (30% of total) (3,000% times more than HH)
  - 2,620 sq inches of advertising/issue (68,140/yr) (70% of total)
- Barrington: Barrington Communiqué,
  - 4 Times/Yr,
  - 20 pages
  - 8 pages of color, remainder b/w
  - 1,400 sq inches of copy/issue (5,600/yr) (50% of total) (588% times more than HH)
  - 1,400 sq inches of advertising/issue (5,600/yr) (50% of total)
- Haddon Township: Haddon Press
  - 4 Times/Yr
  - 16 pages
  - 16 pages of color
  - 1,490 sq inches of copy/issue (5,984/yr) (628% times more than HH)
  - 0% of total space is advertising



## A Festive 4th of July



Hundreds lined the streets and participated in the festivities of the annual 4th of July parade. Groups and organizations from Barrington, as well as neighboring communities really decked it out despite the overcast sky.

*Photos courtesy of Ken Willson*



For Current Borough Information, please visit our website at [www.barringtonboro.com](http://www.barringtonboro.com)

Or tune in to cable Channel 19. You can also view Channel 19 postings on our website by clicking on [View Current Borough News.](#)

## Barrington's Narcotic-Sniffing K9 Working Hard

*Article and photo by Judith Rusk, The Retrospect*



*Reprinted with permission from the Retrospect Newspaper. Article and photo by Judith Rusk*

Pt. Gary Hawkins found the perfect match when he started working shifts with Tara, his new partner in crime - or rather, his partner in crime fighting. Five-year-old Tara is the Barrington Police Department's new narcotic-detecting K9, and she works with Hawkins sniffing out drugs in cars and buildings in the borough and other nearby towns. Although Tara's been on the beat for more than a month, her arrival in Barrington was marked by the duo's July 18 graduation from the Camden County Police Academy's

10-week Scent Class 7.

"It was only a matter of a couple days working with her before we formed a bond," Hawkins said. "She just wanted to work with me from the beginning."

Tara came to Barrington and Hawkins from the Arizona-Mexico border, where she uncovered thousands of pounds of drugs as a border patrol dog, Hawkins said. She specializes in detecting marijuana, crack and powdered cocaine, hashish and heroin. When she uncovers drugs or paraphernalia, she passively sits at the spot to alert Hawkins to her find. Tara is also trained in agility and obedience.

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**FROM THE DEPARTMENT OF PUBLIC WORKS**

**HOLIDAY SCHEDULE**

- DPW Closed Labor Day September 1, 2008 (Monday), all services rescheduled for September 2, 2008 (Tuesday). DPW closed Thanksgiving Day and the day after, November 27, 2008 and November 28, 2008.

**VEGETATIVE WASTE SCHEDULE**

- The last Monday pick up for the season will be September 29, 2008. If you have any vegetative waste for pick up after September 29th you may put it out on bagged leaf pick up days.

**BAGGED LEAF PICK UP**

- Pick-ups will be every Thursday starting October 2,

2008. Bagged leaves shall be put in metal or plastic cans of no more than thirty (30) gallon capacity and not exceeding 50 lbs. total weight or heavy duty bags of 1.3 mil thickness not exceeding 25lbs. Please leave bags untied. Bagged leaves will be picked up on November 26, 2008 (Wednesday) the week of November 24, 2008 due to the Thanksgiving Day holiday.

**LOOSE LEAF PICK UP**

- The season will begin the week of September 29 2008 and end the week of December 29, 2008, weather permitting. There are 3 districts which will have 4 pick up's each. Leaf signs will be posted the

week prior to the districts scheduled pick up, you can also refer to the schedule listing. Please place the leaves on the park strip between the curb and sidewalk. Do not put sticks, rocks, or any other debris in leaf piles, this can cause damage to the machines and create safety concerns for our employees. If debris are left in piles, the pile will not be picked up. Have your leaves placed to park strip no sooner than 7 days prior to your scheduled collection week. Leaf crews will make one pass thru on your scheduled pick up week and will not return due to leaves being put out late. Due to NJDEP storm water regulations and

Borough ordinances, loose leaves are not to be placed at the curb or along the street more than 7 days prior to your scheduled collection week or placed within 10 feet of any storm water inlet along the street. This means you should not be placing loose leaves to the curb or along the street any earlier than a week prior to your scheduled pick up week. There will be no loose leaf pick up the week of November 24, 2008 due to the short holiday week. Pick up will resume the following week.

recycling pick up will be performed on the following day Friday November 28th. Please keep your recycling separated from your trash so the crews can easily distinguish the trash from the recycling.

**SCRAP METAL AND WHITE GOODS** - The week of November 24, 2008 due to the Thanksgiving Day Holiday scrap metal and white goods will be picked up on November 26, 2008, (Wednesday).

Any questions or concerns regarding this article please contact the Public Works Dept. at 547-2486.

**RECYCLING** - Due to the Thanksgiving Day Holiday on Thursday November 27th,

**LEAF SEASON 2008**

Beginning with the week of September 29, 2008, the Borough will be divided into three (3) districts for the purpose of leaf collection. Each district will receive one collection per week. The districts, and the scheduled collection dates are listed below.

**STREETS DIVIDED INTO DISTRICTS**

**Week of: 09-29, 10-20, 11-10, 12-08**

**DISTRICT #1**

Adams Avenue  
Ashley Court  
Alyse Court  
Bar Drive  
Cedar Avenue  
Clark Drive  
Clements Bridge Road  
(Gloucester Pike to Runme-  
mede Border)  
Center Street  
Cleveland Avenue  
Commerce Drive  
Courtney Court  
Davis Road  
Edwards Avenue  
Enders Drive  
Gloucester Pike (all)  
Heame Drive  
Lauren Lane  
Lenton Lane  
Little Lane  
Lott Lane  
Madison Avenue  
Richards Avenue  
Russell Avenue  
Schiens Lane  
Shreve Avenue  
S. Moore Avenue  
Timber Drive  
Trinity Place  
Williams Avenue E & W  
Willmont Avenue

**Week of: 10-06, 10-27, 11-17, 12-15**

**DISTRICT #2**

Albany Avenue  
Albertson Avenue  
Ashland Avenue  
Atlantic Avenue  
Austin Avenue  
Barrington Avenue  
Clements Bridge Road  
(WHP to Gloucester PK)  
Charles Avenue  
Dubois Avenue  
Erie Avenue  
Haines Avenue  
Kingston Avenue  
Lawrence Avenue  
Moore Avenue  
Newton Avenue  
Page Avenue  
Reading Avenue  
Thomas Avenue  
Trenton Avenue  
White Horse Pike  
Woodland Avenue  
2nd Avenue  
3rd Avenue  
4th Avenue  
5th Avenue  
W. 1st Avenue  
W. 2nd Avenue  
W. 3rd Avenue  
W. 4th Avenue  
W. 5th Avenue

**Week of: 10-13, 11-3, 12-1, 12-22**

**DISTRICT #3**

Avon Road  
Baptiste Avenue  
Bell Avenue  
Chesterfield Road  
Clinton Road  
Coopley Road  
Copley Place N & S  
Devon Road  
Farragut Avenue 1-Home  
Highland Avenue  
Hobart Drive  
Hutchinson Avenue  
Kent Avenue  
Letitia Lane  
Mercer Drive  
Nassau Drive N & S  
Oak Avenue  
Oakwood Road  
Peltoma Road  
Pomona Road  
Princeton Road  
Tavistock Blvd.  
Warwick Road  
Wayne Road  
Whitman Drive



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*Isn't it about time you prepared a Will?*

## Barrington's Bright Lights

By Bob Haas

### Liz Dowd, Christ the King, Track

If you follow the sports news, you may be aware that a Haddonfield resident, Erin Donohue, was recently named to the 2008 U.S. Olympic Team for track. Quite an impressive feat. Barrington has a resident who is building a reputation as a track star as well. Liz Dowd, recent graduate of Christ the King School, has established several records in the sport, and hopes to continue her dominance as she heads to Paul VI High School where she will run

cross country and spring track. Liz was recently awarded the Crawford Cup Trophy by Christ the King as top female track athlete. She recently took gold medals in the 800, 1600, and long jump. Her relay team took silver. Liz shattered the school record in the 1600, with a time of 5:53. She also set the school record in the long jump with a leap of 14, 11 1/4 ft. Liz competed in the famous Penn Relays with her team. Her career has been nothing short of spectacular so far, and we will continue to follow her exploits at Paul VI.



### Barrington Girls Softball Shines in Gloucester City

The Barrington Girls U-11 All-Stars made it to the championship game of the Gloucester City Softball Tournament before falling to Maple Shade. The girls lost their first game

16-0, but came back to win six straight games and advanced to the championship. Congrats to the girls and Coach Aceto, Veit, and Carmack. Hopefully in the next Bright Lights we will have a team photo.



Barrington 11 year old tournament team - Standing: Coach Bradley, Patrick Haas, Steven Osowski, Damien Sandone, Eric Cathcart  
Mark Knaul, Coach Haas  
Kneeling: Steven Bradley, Ronnie Breining, Tyler Selby, Anthony Lauer, Ryan Lynch, Doug Yuen



Barrington 12 year old tournament team: Standing: Coach Eppright, Jeff Eppright, Kevin Nelan, Jordan Leonard, Nick Sciortino, Skyler Glover, Jon Liquori, Matt McKeown, Justin Libucki, Coach Madiraca  
Kneeling: Sean Doyle, Tom Martin, Dan Roselle, Austin Hughes, Matt Barile

The Barrington Little League 11 year-old team reached the semi-finals of their tournament before falling to eventual champion Erial. The team went 3-2 in an impressive run through a tough tournament bracket. These wins marked the first ever for the 11 year-old district teams that Barrington has placed in tournament play over the past 4 seasons.

The Barrington Little League 12-year old team earned their way to the finals of their tournament before falling to Erial 10-7. This is a continuance of an impressive three year run that saw a District Championship, as well as two Sectional wins, unprecedented in Barrington Little League history. These boys have worked hard and provided much excitement to our community. Barrington is proud of the team and their accomplishments over the past few years.

Barrington is proud of our recent graduates of the 2008 class of St. Francis School. This marks the last graduating class of St. Francis before they regionalize with Annunciation. The graduates are: Kayla Lynch, Julia Porado, Samantha Brannigan, Daniela Maniscalco, Nick Lundholme, Nick Rose, Tommy Gormley and Ryan Fultano. These students displayed a commitment to education and faith. Barrington is proud!

# A HAPPY 4TH OF JULY AROUND TOWN



Photos courtesy of Ken Willson

**MOTORCYCLES  
STRUTTERS  
AND...**



Photos courtesy of Ken Willson



Photos courtesy of Ken Willson

**THE GREEN  
TEAM  
MACHINE!**



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# Recommendation

- Create and directly mail a Haddon Heights Newspaper called the Heights' Report
  - 6 Times/Yr (starting with October 1<sup>st</sup>)
  - 12 pages (varies based on content and advertising space needs)
  - 4 pages of color, remainder b/w
  - 840 sq inches of copy/issue (5,040/yr) (50% of total) (529% more then current format)
  - 840 sq inches of advertising/issue (5,040/yr) (50% of total)

# Benefits

- Increases amount of direct mail copy going to our borough by 529%
- Provides vehicle for Haddon Heights' businesses to advertise on a regular basis directly to our residents
- Provides enhanced communication channel for governing body, borough services, civic groups, and businesses
- Provides vehicle for photos and other images
- Creates centerpiece for an enhanced brand awareness plan

# Financials (based on 12 pages)

- Current Haddon Heights' Report Cost: \$1,000/issue (\$4,000/year)
- Proposed Newspaper Format:
  - In the Mail Cost \$2,550
  - Advertising Off-set\* \$2,000
  - HH Cost/Issue \$550 (\$3,300/year)
- **Annual Savings: \$700**
- **529% more copy**
- **100% increase in advertising space**

\*We have verbal commitments from local businesses to support advertising.