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2022 NJ Press ID Card Instructions for News Directors and Editors

Dear News Director or Editor...

This is the instruction sheet for the “Multiple Card Order Form” spreadsheet which should be attached to this email.

The NJ Press ID Cards issued by NJ-SPJ and those issued by the NJ Press Association (NJPA) are the only ones specifically mentioned in the guidance issued by the Governor’s office and by the Office of the Attorney General. [You can see the relevant statements on our website](#) and download the full policies.

We will save you some math: It is less expensive to get your credentials through NJ-SPJ unless you require more than eight cards. Then you might consider applying to the NJPA. Your organization must be accepted and pay their dues. Please contact them for further info.

The NJ-SPJ *NJ Press ID Card* is further endorsed by the NJ Broadcasters Association, the Garden State Journalists Association and the Garden State Student Press Association. Please understand that there are no government-issued New Jersey press credentials in 2022. The *NJ Press ID Card* identifies you as someone who is accepted as a journalist by your peers. Many towns, agencies, sports venues and others use this to determine who gets the rights and privileges customarily accorded to the working press.

If your organization has not had NJ-SPJ cards in the past, please email info@njspj.org with your contact info before proceeding. Please also view our “[Terms and Conditions](#).” Each recipient of a card will be required to agree to this, in a form that will arrive with your cards.

There are some important improvements for 2022:

- **Description Field.** Previously, cards listed name and media affiliation, with the third line always being the town to which the card was mailed. Now we allow you to customize the third line to better identify your people. You can put your beat, such as “Statehouse Reporter” or “NJ Correspondent.” Or you might put a better locator, such as “Bergen County.”

- **Directory of NJ Journalists.** Everyone with a 2021 or 2022 card is automatically enrolled. There are two big benefits to this. One is to which help people who have tips find the appropriate journalist. The second is a QR code on the back of the card. A journalist can allow anyone with a phone to quickly verify their credentials.
- **Vehicle Card.** The 2022 Vehicle Card is already laminated and features the word PRESS in large letters, printed directly onto R100 reflective tape, a United Nations standard. In addition, each press card holder my purchase up to two vehicle cards this year.
- **Faster Turnaround.** We now produce the cards at the NJ-SPJ offices in Newark. That means much faster turnaround, although new applicants still must be verified. In addition, FedEx shipping is now available for those who wish to pay for it.

There is more information on everything available on our website.

The Spreadsheet: Be aware that everyone who applies for a *NJ PRESS ID CARD* must be an NJ-SPJ member. We are less expensive than the NJPA, but we operate differently. We are a society if individual journalists. That is why we require information on each person. When individuals fill out the application, we do allow them to list their corporate address *if they prefer*. But please do not do that for everyone. They will miss out of certain member benefits.

- You fill out a row for each person for whom you would like a card. It does not matter if they are staff or freelance. Be aware that you are certifying that they work in a newsgathering capacity for your organization. When they receive their card, they will have to sign a “Terms & Conditions” sheet, which you will return to us, either with a scan or a hard copy.
- The first few fields, marked in yellow, appear on the card itself. Please be very careful about typos.
- As noted in the bullet points above, the “Description” field is new. It is the third line of each card, after name and media affiliation. What you put is up to you. You can list your location (“Trenton” or “Mercer County”), your beat (“Statehouse Reporter”) or just put “Reporter” or “Photographer.” This field can be different for everyone on the spreadsheet. Or you can leave it blank.
- We put “primary email address” in orange, because it will appear in the new *Directory of NJ Journalists*. But, as always, **the primary email address is required and it must be unique to each individual, even if it is a work address.** Failure to provide a unique primary email will prevent the application from processing. We also request a second email address. We ask that one of the addresses be a personal address. People move around in our industry. They may not qualify for a press card if they leave your employment, but their SPJ membership continues.

- We understand that you may have to ask your employees about their home address. Please let them know that certain member benefits will be mailed to them. (The press cards will be mailed to the news director or editor, unless you request otherwise.)
- When you can to the financial fields, please just enter with number requested without a dollar sign. If you are not buying a certain product, just leave it blank. The NJ Press ID Card column in is yellow, because you must purchase one for everyone on the form.
- Each card holder may purchase up to two vehicle cards this year, for their work and personal vehicles. The cards may only be used when the card holder is in the vehicle.
- If someone is not a renewal, you must send us a headshot. Please do not send anything that is not a headshot. The file name should be the person's name. Please put "headshot" in the subject line and the full name, media affiliation and your contact info in the email, telling us what this is for. Send it to info@njspj.org

Now we come to membership categories. These are the fields in green. Each person must purchase a membership in ONE of the categories.

Please be aware that the national Society of Professional Journalists (SPJ, founded in 1909) and NJ-SPJ (founded in 1959) are affiliated, yet distinct, organizations. For legal and insurance reasons, you must be a member of both to get a *NJ PRESS ID CARD*. Last year, most press card holders chose to be associate members of national SPJ and full members of NJ-SPJ.

- In 2022, national SPJ is continuing to allow us to offer the Associate Member option, which saves you \$55 over regular dues. New Jersey is the only state currently allowed to do this. **Be aware that we are re-setting all Associate Memberships to run with the calendar year**, no matter when you got your press card. For most people this represents a modest bump, as the vast majority ordered their cards on 2020.
- Very few people who got their card through their news director are full SPJ members. But some are. These people are getting some special membership extensions. Please have them write an email directly to NJ-SPJ President Bob Schapiro, at bob@newsfilms.org
- You will see an UPGRADE column. For a limited time, national SPJ is allowing applicants for the *NJ PRESS ID CARD* to upgrade to a full national membership at a discounted price, saving \$25 over one year and \$70 if they choose two years. There are MANY benefits to this, most of which you can find at <https://www.spj.org/whyjoin.asp>

How To Pay: Please email your finished 2022 spreadsheet to NJ-SPJ Secretary Steve Lubetkin at steve@statebroadcastnews.com Please also cc: info@njspj.org. A bill will be generated and emailed to you, with a link that will allow you to pay on PayPal. (PayPal allows you to use most major credit cards.) This bill will also contain instructions on how to pay by check, but that will slow things down.

If you are a member of the NJ Broadcasters Association, please let us know in your email.

Expedited orders and express shipping are available for an additional fee. Please email info@njspj.org.