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NEW JERSEY MUNICIPALITIES METHODS FOR BUILDING
NON-EMERGENCY COMMUNITY RELATIONS

by
Lizabeth Miller Galantino

A Thesis

Submitted in partial fulfillment for the requirements of the Masters of Arts Degree
in the Graduate Division of Rowan University June 27, 2000

Approved by _____
Dr. Donald Bagin

Date Approved 6-27-00

ABSTRACT

Galantino, Lizabeth M. New Jersey Municipalities Methods For Building
Non-Emergency Community Relations, 2000.
Thesis Advisor: Dr. Donald Bagin, Corporate
Public Relations.

The objective of conducting this study was to record the various methods of community relations held in New Jersey municipalities between January 1 and December 31, 1999.

A literature search was conducted; an original mail survey distributed to 210 mayors statewide; data was analyzed and presented in a quantitative format.

The following major conclusions were drawn:

A. If given an unlimited amount of funding direct mail is conceived as the most effective way to publicize events and projects.

B. Newspapers were reported as the most effective, measurable publicity tool to get exposure for events and projects.

C. Mayors play a major role in the implementation and a substantial role in the execution of events and projects.

D. Municipally appointed special events committees are primarily responsible for executing events and projects.

E. Word of mouth is recorded as the most popular, non-measurable method to create awareness for events and projects.

F. The most popular event and project co-sponsored by municipalities and other organizations are annual parades.

G. Printed brochures were the most popular event and project conducted by municipalities between January 1 and December 31, 1999.

MINI-ABSTRACT

Galantino, Lizabeth M. New Jersey Municipalities Methods For Building
Non-Emergency Community Relations, 2000.
Thesis Advisor: Dr. Donald Bagin, Corporate
Public Relations.

The objective of this study was to record the various methods of community relations held in New Jersey municipalities between January 1 and December 31, 1999.

Newspapers, word of mouth and direct mail were recorded as successful publicity tools. Mayors and special events committees implement and execute events and projects. Brochures were commonplace and annual parades were often co-sponsored with other organizations.

ACKNOWLEDGEMENTS

I would like to take the opportunity to thank Dr. Donald Bagin, Thesis Advisor, Corporate Public Relations for assisting me in the preparation and presentation of this thesis.

Thanks also goes to my husband Jim, for taking the mail surveys to the post office so they could go out on time, despite a blizzard snow storm.

And finally, thank you to Maria Simone, for taking time to read over the project with just one-week remaining until her wedding day.

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Chapter I

Introduction

According to Benjamin Franklin, “In this world nothing can be said to be certain, except death and taxes.”¹

With choices like this one, it becomes understandable why there appears to be a strain on non-business communication between taxpayers and their respective city administrators. The most popular form of interaction between state municipalities and property owners is commonly found in mailings requesting payment for water, sewer and, of course, taxes.

Numerous state municipalities have taken a modern approach to improving communication between the two parties; some utilize technological advances including the Internet while others still rely on word-of-mouth methods to inform taxpayers of local events.

Do local municipalities entertain the idea of creating and maintaining a non-business relationship between taxpayers and city administration? What types of communication do municipalities employ to attempt to build non-business relationships with residents?

¹ Franklin, Benjamin. <<http://www.geocities.com/~spanoudi/alpha-f2.html>>, undated (Accessed 9 Nov 1999).

Need for the Study

The events and projects municipalities have chosen to implement range from holiday parades and annual fairs to quarterly newsletters and informational refrigerator magnets. Municipal administrators are responsible for determining effective communication techniques in order to gain awareness, and ultimately achieve success, for local events and projects.

In an attempt to find a relationship between members of city administration and communication skills, the author contacted select colleges and universities, nationwide, that offer a major or minor in public administration. When asked if public relations and communication were class subjects taught as part of the program tract, the author learned that neither topic is required for enrolled students pursuing a degree in public administration.

According to Dr. Kathy Denhardt, director of the master of public administration program, University of Delaware, "Your topic is a very important one. Unfortunately, we do not have a specific course on Community/Public Relations [as it relates to Public Administration]. We will be offering a one-credit course in the spring of 2000 on Marketing for the Public and Nonprofit Sectors, which will address some related issues. We also discuss media relations in other courses such as the Seminar in Public Administration. However, it is not a topic that we have a formal curriculum developed for."²

² Denhardt, Kathy. E-mail to author. 28 October 1999.

In a correspondence from the school of public administration, the University of New Mexico, “Our school does not have a dedicated course covering Municipal Public Relations. Our professors may cover it as they teach their courses.”³

“We have no courses that have as their focus non-emergency communications among municipal employees. The topic may be covered in our inter-governmental relations course, depending on the instructor,” stated Janet R. Hutchinson, Public Policy & Administration, Virginia Commonwealth University.⁴

Professor Dan Alesch of the University of Wisconsin, Green Bay attests, “Our undergraduate program in public administration spends a very small amount of time on ceremonial functions. We do not focus attention on municipal public relations. We do, however, spend considerable time instructing students on developing a customer orientation in the delivery of services. We think that doing a really good job of providing high quality services at low cost is its own form of municipal public relations.”⁵

One school in particular did have specific course curriculum for students in the Public Administration track, “Our program does touch upon the public relations aspect as it relates to the subject being taught, i.e. Fiscal Administration. Students are allowed three classes of electives and may choose a concentration area...Principles of Persuasion, Issues in Public Relations, and ...Political Communication. We are also fortunate to have several of the local professional administrators in our program, ... taking classes with bureaucratic public relations professionals who offer wonderful insight and perspective to

³ The University of New Mexico School of Public Administration . E-mail to author. 1 December 1999.

⁴ Hutchinson, Janet. E-mail to author. 1 December 1999.

⁵ Alesch, Dan. E-mail to author. 1 December 1999.

class discussion,” stated Nicole Heward, MPA graduate assistant, University of Nevada, Las Vegas.⁶

Additionally, Clifford J. Wirth, of the Department of Political Science, University of New Hampshire added, “In several courses students have material which focuses on the importance of relations with the public by municipal officials.”⁷

“To the best of my knowledge, the importance of municipal public relations and non-emergency communications are covered in our courses more as a theme than separated out as a particular topic in any given course,” added Robert B. Lawson, Ph.D. Professor of Psychology and Director, UVM-MPA Program, University of Vermont.⁸

Currently, there is no mandated requirement for New Jersey state municipalities to conduct non-emergency community relations with taxpayers. Conversely, by law, members of the public are allowed full access to city records and financial statements. Satisfying the need for formal and informal communication in conjunction with the newest medium, the Internet, has been proposed in some state legislation: “Every local unit, ... shall establish and maintain an official web site, or an official web page...to provide easy access to those [financial] records by taxpayers and residents through that site.”⁹

⁶ Heward, Nicole. E-mail to author. 1 December 1999.

⁷ Wirth, Clifford J. E-mail to author. 1 December 1999.

⁸ Lawson, Robert. E-mail to author. 1 December 1999.

⁹ Luongo, Gerald J. State of New Jersey 208th Legislature Assembly No. 2837. District 4. Introduced 28 Jan 1999.

Statement of the Issue

New Jersey has 566 municipalities that communicate with their taxpayers in a variety of methods. The author will report on the range of community relations used in the field of public administration.

Delimitations

This study was limited to surveying 210 municipalities (population sizes between 10,000 and 50,000) in the State of New Jersey and recording the types of community relations practiced during the fiscal year January 1, 1999 to December 31, 1999.

This study only noted the types of non-emergency communication, whether an annual or one-time event, that occurred between the above dates in the outlined municipalities.

The reactions of the taxpayers of each municipality, as to which types of community relations practices were successful or unsuccessful, was not researched.

Purpose

The study's purpose was to record the various methods which New Jersey municipalities use to build non-emergency community relations with taxpayers. This was accomplished by implementing the following research methods:

1. Questioned college/university advisors as to the occurrence of community relations education for students majoring in public administration
2. Literature research of published community events/projects
3. Conducted mail surveys with New Jersey municipalities to record types of communication methods utilized
4. Gathered quantitative research from results of surveys

5. Presented findings of the study
6. Developed conclusions and made recommendations
7. Listed areas of further study

Procedures

Initial research was gathered outlining every listed municipality in the State of New Jersey along with estimated population totals (1998). Research was conducted through the state's web site to locate any grant programs that municipalities can apply for to improve communication methods (i.e. web site development and maintenance).

Simultaneously, e-mail correspondences were sent to select university professors located in the United States who maintain and implement criteria for students majoring or minoring in public administration. Of note, they were specifically asked if public relations was part of the program criteria for students preparing to lead a career in municipal administration.

To determine the methodology of municipal administrators' decisions in conducting non-emergency community relations, surveys were sent to the presiding mayors of selected New Jersey municipalities. The New Jersey State website provided the list of such municipalities and mailing addresses along with population sizes (estimated July 1, 1998). Two hundred and ten municipalities, whose population sizes were between 10,000 and 50,000, received the survey.

Terminology

Municipality: named by the State of New Jersey

Taxpayer: property owner who is charged tax for such property

Property Owner: person who is charged tax for land ownership

Resident: living in a municipality; not necessarily a taxpayer or property owner

Web Site: informational page created on the Internet for public access

City Administration: governing body/management of municipality

Communication: interaction between city administration and taxpayers/residents

Community Relations: non-emergency communication between city administration and taxpayers/residents

Chapter II

Literature Research

Literature relating to methods in which New Jersey municipalities build non-emergency community relations was found using a variety of sources. A search of the world wide web located the Internet Public Library,¹⁰ which contains a list of New Jersey newspapers that have on-line editions and archives. An individual search was conducted, using the key words “municipal” and “events,” locating headlines back to the calendar year 1998. Newspapers researched were *The Asbury Park Press*, *The Record (Bergen)*, *The Bridgeton Evening News*, *The Cape May County Herald*, *The Cape May Star and Wave*, *The Courier (Middletown)*, *The Courier-Post*, *The Daily Record (Parsippany)*, *Eastside Online (Cherry Hill)*, *Gloucester County Times*, *The Hammonton Gazette*, *The Home News Tribune (New Brunswick)*, *The Observer (Kearny)*, *The Press of Atlantic City*, *The Sentinel Ledger (Ocean City)*, *The Star Ledger*, *The Times-Beacon (Manahawkin)*, *The Trenton Times* and *Today’s Sunbeam (Gloucester/Salem Counties)*.

In addition, the on-line abstracts of four of the above outlined New Jersey newspapers, *The Press of Atlantic City*, *The Asbury Park Press*, *The Trenton Times* and

¹⁰ Internet Public Library. <<http://www.ipl.com>>, undated (Accessed 21 Dec 1999).

The Star Ledger, were researched for the period of one month (December 1999-January 2000), at 3-day intervals, for relevant articles using the key words “municipal” and “events.”

The above outlined searches produced approximately 332 articles, of which 30 were relevant.

A second literature search was conducted at the library at The Richard Stockton College of New Jersey, Pomona, New Jersey, utilizing the Lexis-Nexis academic research database. The key search words used were “municipal” and “events” for the previous year (1999). The search unearthed 240 references; 3 were relevant.

Following is a summary of the relevant articles, arranged by topic, found during the literature research.

Summary of Findings

Municipal Events – Birthdays

Milestone birthdays such as centennial, sesquicentennial and bicentennial celebrations are one way municipalities can boast longevity, heritage, accomplishment and community spirit. The following excerpts from the various publications reviewed indicate a strong support from public administration in an attempt to communicate to residents and taxpayers and foster community pride.

The article, “Fair Lawn begins its birthday party,” announces, “The town will kick off a yearlong celebration of its 75th anniversary as a municipality by offering tours

of Borough Hall... Residents will meet borough officials before visiting with members of the Police, Health, Tax, Recreation and Welfare departments.”¹¹

“ ‘Beautiful suburban borough’ celebrating centennial,” states, “As residents prepared Thursday to celebrate Palisades Park’s 100th birthday... The first of three special events celebrating the centennial, and art and crafts memorabilia day ... The big celebration... will begin with a parade... and will feature a daylong carnival... The festivities will conclude... with members of Borough Council, decked out in period costume, re-enacting the first council meeting.”¹²

The article, “ ‘Grand finale’ for Hawthorne bash,” records, “The borough’s year-long centennial birthday party will end... with the sealing of a time capsule and rounds of ‘Happy Birthday’... Among the biggest [events] were a Fourth of July picnic, an autumn festival and a holiday stroll in December... some centennial events may become annual traditions: For instance, the borough will hold a Fourth of July picnic and holiday stroll.”¹³

In the article, “Rounding up 150 years of Fort Worth heritage,” the reporter states, “...the Temptations, Delbert McClinton, the Tejano group Latin Express and concert pianist Van Cliburn... are performing during the 10-day celebration that marks the 150th year since Fort Worth [Texas] was established in 1849.”¹⁴

“150th bash a history tribute,” reports, “Ocean County’s 150th birthday party will be a chance to bring residents together, and spread the word about its rich heritage...

¹¹ McAleavy, Teresa. “Fair Lawn begins its birthday party.” The Record[Bergen] 10 Mar 1999.

¹² Sampson, Peter J. “ ‘Beautiful suburban borough’ celebrating centennial.” The Record [Bergen] 18 Mar 1999.

¹³ Comandini, Michele. “ ‘Grand finale’ for Hawthorne bash.” The Record [Bergen] 23 Mar 1999.

¹⁴ Moore, Evan. “Rounding up 150 years of Fort Worth heritage.” The Houston Chronicle 6 Jun 1999:1.

Children born during 2000 will receive certificates noting their birth during the county's 150th year. Graduates will receive special certificates too, according to Barbara Steele of the county's Department of Public Affairs. Centenarians will also get special recognition."¹⁵

The article "Happy Old Year! Jackson celebrates its history," announces, "The residents of Jackson are looking back—two centuries back—to celebrate the township's history... Festivities will begin... with the lighting of a specially built 'Welcome to 2000' 15-foot wooden birthday cake... To commemorate the township's history, ... attendees are encouraged to dress in the styles of the 1800s. A costume contest will be held."¹⁶

All of these events had an element of support from municipal administration with celebrations recognizing local history and community spirit and also furthered attempts at non-emergency communication with residents and taxpayers.

Municipal Events – Local Celebrations

Annual local events become benchmark celebrations for municipalities and give communities an opportunity to create long-lasting hometown traditions. What begins as a celebration in honor of national, ethnic or religious holidays often becomes a yearly event promoting community diversity and pride.

In the article, "National holiday, a small-town fest Prairie Village is continuing tradition," the newspaper recounts, "The event started with... an annual summer celebration like a June party that Prairie Village had for its 45th anniversary about four

¹⁵ Bennett, Don. "150th bash a history tribute." Asbury Park Press [Neptune] 17 Dec 1999.

¹⁶ Kearney, Nancy. "Happy Old Year! Jackson celebrates its history tomorrow." Asbury Park Press [Neptune] 1 Jan 2000.

years ago... While the party honors America's independence, it also celebrates Prairie Village's community spirit."¹⁷

In "Carteret: Weekend fair celebrates borough's ethnic diversity," the journalist writes, "The community's racial, ethnic and religious roots will be celebrated Saturday during the borough's 24th annual Ethnic Day and Craft Fair... With more than 10,000 residents participating last year, organizers anticipate an even larger crowd this year at what is billed as the borough's largest community event."¹⁸

"St. Patrick's Day parades scheduled," reports, "The 10th Annual Ringwood St. Patrick's Day Parade will kick off at 1p.m. Saturday... Morris County's 20th annual parade begins at noon on March 13."¹⁹

In "Township festival offers multicultural experiences," the reader learns, "An annual township festival celebrating ethnic diversity is starting at noon Sunday... Our Community is Fair' will feature dances, clothing, foods and crafts of many of the world's major cultures."²⁰

The article "Haledon holiday tradition returns with parade, picnic," states, "Two decades after the borough's last Memorial Day parade and picnic, the tradition is being revived... ' We used to have parades all the time, but I can't remember a parade since the

¹⁷ Hart, James. "National holiday, a small-town fest Prairie Village is continuing tradition." Kansas City Star 3 July 1999: 1.

¹⁸ Pagan, Marcos. "Carteret: Weekend fair celebrates borough's ethnic diversity." Home News Tribune [New Brunswick] 16 Sep 1999.

¹⁹ "St. Patrick's Day parades scheduled." The Record [Bergen] 4 Mar 1999.

²⁰ Francy, George. "Township festival offers multicultural experiences." Home News Tribune [New Brunswick] 6 Oct 1999.

Seventies,' said Councilwoman Frances Eiko Mandara, who helped organize the event. 'It will be a great way to build up the town and bring the residents together.'²¹

The revitalization of previously successful events has become one way that municipal administrators and residents find just cause for conducting local celebrations. In the articles reviewed, successes were achieved more often when the municipal administration became involved in creating and re-creating events that support the diversity of their residents.

Municipal Events – Honoring Those Who Have Served

Municipalities often honor those who have served the community, from past presidents and war veterans to families with residential longevity and current municipal employees.

The article, "Memories of Washington rekindled on 200th anniversary of death," reports, "By congressional and state decree, the flags at all public buildings are to fly at half staff, with church bells to ring across the nation today [December 14, 1999] at noon for one minute in memory of America's first president."²²

In "Battle of Bulge hero remembered," the reader learns, "A Morris County freeholder... gave certificates of recognition to two sisters of a Middletown war hero who died in the campaign... 'You always remember the veterans... And I think we're exceptional in Monmouth County because in so many other areas they don't have that kind of participation...,' stated Edith Nowels, sister of the fallen war hero."²³

²¹ Comandini, Michele. "Haledon holiday tradition returns with parade, picnic." The Record [Bergen] 28 May 1999.

²² Gluck, Gabriel H. "Memories of Washington rekindled on 200th anniversary of death." The Star Ledger [Newark] 14 Dec 1999.

²³ Cohohan, Sherry. "Battle of Bulge hero remembered." Asbury Park Press [Neptune] 17 Dec 1999.

“Name change for street,” records, “A major thoroughfare in the township, could become Kearns Avenue if the council grants a request by a resident whose family has had deep roots in Aberdeen... Pauline K. Behr, ... who made the request to the council in a Nov. 15 letter, was the tax collector for Aberdeen for 33 years... Her father, Timothy F. Kearns, was born in 1867 on a [local] farm... Her cousin, John D. Kearns, was a councilman from 1936 to 1946...”²⁴

In “Lakewood employees honored,” the article recounts, “Residents took time out to thank municipal workers during ... annual Family Day celebration... Township workers and their families were treated to an afternoon ... organized by the township’s Special Event Committee... ‘Community events... are drawing larger and larger crowds,’ according to Committee Chairman Ron Veith.”²⁵

Public acknowledgement and thanks is one of the best ways that municipal administrators can show support to local heroes and to those who help make the community a better place to live. The literature research uncovered a variety of articles, as shown in the range of excerpts presented above, that depict veterans and local heroes getting the recognition they deserve.

Municipal Events – Lending A Helping Hand

Municipal leaders are often approached to support a worthy cause and local historic sites are often close to the top of the list. “Mayor vows to return landmark mansion to its original grace,” reports, “In their efforts to restore the White Hill Mansion, officials here have fought lawyers, looters and vandals... According to Tyler [Mayor

²⁴ “Name change for street.” Asbury Park Press [Neptune] 15 Dec 1999.

²⁵ Robertson, Doug. “Lakewood employees honored.” Asbury Park Press [Neptune] 27 Sep 1999.

Edward], Stephan Co. [mansion owner] first thought about making the gracious structure with its commanding view of the Delaware [River] into an office building but later abandoned the idea and considered tearing the mansion down... Upon learning that, officials moved quickly to acquire the building, first negotiating with Stephan [owner], then asserting eminent domain... ‘ I feel sure we will eventually be able to return the mansion to its former splendor and open it to the public,’ stated Mayor Edward Tyler.”²⁶

Municipal buildings are often a drop-off location in times of a donation or fundraising campaign. “Peanut Butter Week Aids Harvesters,” announces, “Donations - peanut butter or cash - can be left at churches, synagogues, schools, supermarkets or the Prairie Village Municipal Offices.”²⁷

In addition to the form of municipal events already in place (i.e. annual fireworks displays and posting of recycling schedules) the year 1999 brought about Y2K preparedness recommendations. The article, “Red Bank asks its citizens to plan for Y2K,” states, “A list of Y2K recommendations approved by Borough Council members is just a dose of preventive medicine... The borough’s list of 21 recommendations, ... includes requirements for bars and restaurants in the event of a power outage and suggestions for residents about supplies to keep on hand.”²⁸

Municipal Events – Celebrating Life and Death

City administrators are often called upon to wish happy birthday to residents reaching their centennial year. In “Milltown: Borough honors lifelong 100-year-old

²⁶ Smith, Andrew D. “Mayor vows to return landmark mansion to its original grace.” Trenton Times 30 Dec 1999.

²⁷ “Peanut Butter Week Aids Harvesters.” Kansas City Star 12 Sep 1999: Zone 7.

²⁸ Ducey, Lynn. “Red Bank asks its citizens to plan for Y2K.” Asbury Park Press [Neptune] 17 Dec 1999.

resident,” the reporter states, “Mayor Gloria Bradford visited Warnsdorfer [resident], reading a proclamation dedicating the day in Warnsdorfer’s honor... Bradford said Warnsdorfer ‘has shown through example the important part that the love of family and community has played in making Milltown a desirable place to live and raise a family.’”²⁹

“Teaneck woman celebrates at 110,” reports, “Teaneck Mayor Paul Ostrow presented Thiessen [woman] with a certificate congratulating her on the milestone.”³⁰

Remembrance for the dead is a second type of proclamation sought out by residents from city administrators. In “Sculpture to honor bus bombing victim,” the readers learns, “This dedication [also] illustrates how municipalities join forces with other organizations for an event... Ostrow [Mayor] said the township was contacted last fall by the Jewish Community Council of Teaneck about locating the memorial on township property.”³¹

Municipal Events – Millennium Celebrations

Along with grand international New Year’s Eve events, local millenium celebrations were also held to usher in the 21st century. In “Some N.J. towns opt out of First Night festivities,” the article reports, “Governor Christie Whitman last year proclaimed First Night as the state’s ‘Official New Year’s Eve Celebration for the Millennium.’ The state pitched in \$250,000 for publicizing the events.”³²

²⁹ Serrill, Ted. “Milltown: Borough honors lifelong 100-year-old resident.” Home News Tribune [New Brunswick] 10 Jan 2000.

³⁰ Stancavish, Don. “Teaneck woman celebrates at 110.” The Record [Bergen] 9 Jan 1999.

³¹ Stancavish, Don. “Sculpture to honor bus bombing victim.” The Record [Bergen] 26 Jan 1999.

³² “Some N.J. towns opt out of First Night festivities.” Trenton Times 30 Dec 1999.

“Fireworks to ring in new year,” reports, “The capital city will usher in the new millennium with a midnight fireworks display... The event is scheduled after a Great Trenton Symphony Orchestra concert at the War Memorial... Palmer [Mayor Douglas H.] said he will ask churches throughout the city to ring their bells at midnight.”³³

“East Brunswick: Township to usher in millennium with fireworks,” tells the reader, “The township plans to ring in the year 2000 with a bang. We, dozens of bangs, really, as fireworks at the Middlesex County Fairgrounds are part of the plans for New Year’s Day... The township’s Millennium Committee is also planning a Millennium Celebration at Brunswick Square Mall that will feature free samples of food from township restaurants.”³⁴

The article, “East Brunswick: Lights go out (intentionally) at millennium bash,” states, “Hundreds of residents attended last night’s Millennium Celebration and laser light show at the township’s Volunteer Park... Jeff Simon, a township councilman and member of the committee that put together the event, said he was happy that so many people came out to welcome in the new year. ‘I think it’s a great turnout,’ he said, ‘We’ve never done this before.’”³⁵

“Towns mark millennium with new clocks,” announces, “Ocean City, Cape May and Buena Vista Township have installed new Millennium Clocks to commemorate the

³³ Hester, Thomas Jr. “Fireworks to ring in new year.” Trenton Times 16 Dec 1999.

³⁴ Francy, George. “East Brunswick: Township to usher in millennium with fireworks.” Home News Tribune [New Brunswick] 16 Sep 1999.

³⁵ Rosenberg, Beth. “East Brunswick: Lights go out (intentionally) at millennium bash.” Home News Tribune [New Brunswick] 2 Jan 2000.

first year of the 2000s... clocks and bells have always been popular for commemorating special dates in America. Y2K is no exception...³⁶

“Town goes nuts over New Year’s,” reports “ ‘We are dropping a giant nut to commemorate a new year and a new millennium,’ said Nutley Mayor and state Sen. Garry Furnari (D-Essex)... ‘It’s like bringing in New Year’s in New York, but on a less serious note’... The giant nut,... part of the town’s formal New Year’s Eve celebration, the first in its 97-year history.”³⁷

Municipal Events – Time Capsule Mania

As part of national, municipal, centennial and millennium celebrations, local communities took part in creating time capsules to be stored for future generations to view. The article “East Brunswick: Items sought for millennium time capsule,” reported, “The township’s Millennium Committee is looking for objects that represent the past century and current times, including phone books, photographs, books, a light bulb, watches, calculators, power tools and medicine or health products.”³⁸

In the article, “Capsules to tell of good old 1900s,” the reader learns, “Throughout Central Jersey, communities, organizations and residents are providing future generations with a glimpse of life at the end of 1999... Notices were mailed to residents asking them to submit letters to be placed in the borough’s time capsule.”³⁹

³⁶ Miller, Michael. “Town marks millennium with new clocks.” Press of Atlantic City 31 Dec 1999.

³⁷ Mays, Jeffrey C. “Town goes nuts over New Year’s.” Star-Ledger [Newark] 31 Dec 1999.

³⁸ Francy, George. “East Brunswick: Items sought for millennium time capsule.” Home News Tribune [New Brunswick] 11 Nov 1999.

³⁹ Hines, Janet A. “Capsules to tell of the good old 1900s.” Asbury Park Press [Neptune] 27 Dec 1999.

The article, “East Brunswick: Town readies contents of time capsule,” states, “Various township residents and organizations donated items for the time capsule to show what life was like in East Brunswick in 1999.”⁴⁰

“Long Beach to bury memories of the past,” reports, “ ‘ We want to show what we did to celebrate our 100th anniversary, and also, give people a good idea of what life was like 50 years ago on Long Beach Island,’ stated Centennial Celebration Committee Chairman Donald S. Myers.”⁴¹

The articles researched concluded that municipalities interested in creating a time capsule relied heavily on filling them with the materials brought forth by local residents and taxpayers. This type of non-emergency communication shows how communities can work together to create a unique piece of history for themselves, the community and generations to come.

Municipal Events – Internet Presence

Municipalities have taken advantage of modern day technology and the convenience of the Internet to advance communication methods between city administrators and residents. The article “Beachwood inaugurates its Web site,” states, “Besides the community calendar, the borough also has links on its history, local government, public safety, recreation department, public works, local businesses, an on-line guest book, directory of web links, an around the town photo gallery and a link to the

⁴⁰ Rosenberg, Beth. “East Brunswick: Town readies contents of time capsule.” Home News Tribune [New Brunswick] 31 Dec 1999.

⁴¹ Platt, Colleen. “Long Beach to bury memories of the past.” Times-Beacon [Manahawkin] 29-30 Dec. 1999.

Weather Channel... ‘The concept is great...increasing the communication level with the public,’ stated James Doherty, the administrator for Chester Borough.”⁴²

Web sites have introduced new ways for municipalities to communicate with residents, replacing some of the older methods like post office mailings. Again, the article “Beachwood inaugurates its Web site,” reveals, “ ‘The mayor and council also have e-mail addresses for those who have a comment or question for them,’ stated Borough Council President Harold Morris, also chairman of the Web Site Committee... ‘Within the next couple of years, everyone will be using this web site. We have always sent mailers home to residents informing them of special events or reminders, but people throw the mailers in the garbage,’ added Morris.”⁴³

Internet Web sites can provide an invaluable source of information, at any time of day, long after city hall’s business hours are over and the doors have closed for another day of operation. In “Municipal information is just a mouse-click away,” the article recounts, “The Web site... is unique, because in addition to the recyclables pickup schedule and list of community officials found on most Internet home pages, it [web site] can find a baby sitter, give the local weather, find home maintenance experts and even send personal reminders of appointments.”⁴⁴

Communities have found an interactive way to increase a municipality’s world wide web exposure on the Internet. As discovered in “Web beach view considered,” the journalist reports, “The proposed Web site ... would include information on tide and

⁴² Depa, Joseph P. III. “Beachwood inaugurates its Web site.” Asbury Park Press [Neptune] 14 Oct 1999.

⁴³ Depa.

⁴⁴ Chartier, John. “Municipal information is just a mouse-click away.” Home News Tribune [New Brunswick] 4 Oct. 1999.

beach conditions... and a view of the beach from a mounted video camera that would continuously scan the beach... This new method of interactive web site development has proven successful for municipal exposure... a similar system installed... in Bellmawr [NJ] last December [1998] has had 9 million visitors so far, with 2.2 million visitors in July [1999] alone.”⁴⁵

⁴⁵ Writer, Bob. “Web beach view considered.” Asbury Park Press [Neptune] 16 Aug 1999.

Chapter III

Procedures

The research sources for the thesis New Jersey Municipalities Methods For Building Non-Emergency Community Relations were: 1) questioned college/university advisors offering a major/minor in Public Administration, 2) the World Wide Web and the Internet, 3) the Savitz Library at Rowan University, 4) the Library at The Richard Stockton College of New Jersey, 5) mailed surveys to 210 of 566 New Jersey State municipalities.

Initial research was conducted through the Index of Majors and Graduate Degrees – 1999, found in hard copy format at Rowan University’s Savitz Library, to find colleges and universities that offer study in the field of Public Administration. Subsequently, research through the Internet provided e-mail addresses to the public administration department chairpersons at select colleges and universities who were then asked the following question: “I am a graduate student at Rowan University, Glassboro, New Jersey currently conducting research for my graduate thesis. My topic is centered around the recording of ways in which state municipalities conduct non-emergency communications (eg.ribbon cuttings; holiday parades) between themselves and residents. With your course offerings, to those students majoring in Public Administration, I was

wondering if you took time to instruct the art of ‘municipal public relations.’ As we both know, municipal employees have intimate interaction with residents in their respective towns and positive communication skills, especially from high level representatives (eg. city administrators) is surely welcomed.”

The responses are recorded in Chapter I under Need For Study and the full text of the e-mailed communications between the author and college/university department chairpersons can be found in the Appendix.

Thesis literature research began with a search of the world wide web, locating the Internet Public Library containing a listing of New Jersey newspapers that have on-line editions and archives. An individual search found approximately 332 articles, of which 30 were relevant. A second literature search was conducted at the library at The Richard Stockton State College of New Jersey, Pomona, New Jersey, utilizing the Lexis-Nexis academic research database. The search unearthed 240 references; 3 were relevant. The literature research is presented in Chapter II.

The author began survey research by logging-on to the State of New Jersey web site to gather a complete list of every recognized municipality and residential population. Thereafter, surveys were designed and sent to select municipalities in an attempt to record the various ways in which municipalities conduct non-emergency community relations.

The survey consisted of a brief introduction, five multiple-choice questions, two open ended questions and contained a self addressed stamped envelope for participants to return the completed survey.

One of the close-ended questions asked: From the list below, circle the events/projects that were held in the municipality between January 1, 1999 and December 31, 1999. An open-ended question inquired: What do you feel is the most effective technique to publicize municipal events if there were an unlimited budget?

A complete copy of the survey and the results are located in the Appendix and the results are further analyzed and presented in Chapter IV.

After collecting, coding and analyzing the survey data, the author reported the findings, made conclusions and recommendations. Suggestions for further study relating to the topic New Jersey Municipalities Methods For Building Non-Emergency Community Relations were also recorded. They are presented in Chapter V.

Chapter IV

Results of Survey

To implement this study, the author conducted a mail survey to select municipalities in the State of New Jersey. The 210 communities were chosen based solely on population totals that ranged between 10,000 and 50,000 persons. The audience segment included rural farms and industrial towns as well as seaside get-a-ways and big city suburbs. The types of non-emergency communication held in each town varied dependent on above outlined variables. The following municipalities, along with county and populations, were surveyed:

| | | |
|------------------------|----------|--------|
| Atlantic City | Atlantic | 38,063 |
| Brigantine City | Atlantic | 11,599 |
| Egg Harbor Township | Atlantic | 27,675 |
| Galloway Township | Atlantic | 28,244 |
| Hamilton Township | Atlantic | 18,243 |
| Hammonton Town | Atlantic | 12,447 |
| Pleasantville City | Atlantic | 16,619 |
| Somers Point City | Atlantic | 11,159 |
| Ventnor City | Atlantic | 10,857 |
| Bergenfield Borough | Bergen | 24,827 |
| Cliffside Park Borough | Bergen | 21,141 |
| Dumont Borough | Bergen | 17,631 |
| Elmwood Park Borough | Bergen | 18,299 |
| Englewood City | Bergen | 25,321 |
| Fair Lawn Borough | Bergen | 31,091 |
| Fairview Borough | Bergen | 11,252 |
| Fort Lee Borough | Bergen | 33,989 |

| | | |
|---------------------------|------------|--------|
| Franklin Lakes Borough | Bergen | 10,575 |
| Garfield City | Bergen | 27,262 |
| Glen Rock Borough | Bergen | 11,149 |
| Hackensack City | Bergen | 37,813 |
| Hasbrouck Heights Borough | Bergen | 11,704 |
| Hillsdale Borough | Bergen | 10,142 |
| Little Ferry Borough | Bergen | 10,176 |
| Lodi Borough | Bergen | 22,917 |
| Lyndhurst Township | Bergen | 18,776 |
| Mahwah Township | Bergen | 21,633 |
| New Milford Borough | Bergen | 16,425 |
| North Arlington Borough | Bergen | 14,128 |
| Oakland Borough | Bergen | 12,478 |
| Palisades Park Borough | Bergen | 15,060 |
| Paramus Borough | Bergen | 26,103 |
| Ramsey Borough | Bergen | 14,480 |
| Ridgfield Borough | Bergen | 10,183 |
| Ridgefield Park Village | Bergen | 12,603 |
| Ridgewood Village | Bergen | 24,577 |
| River Edge Borough | Bergen | 10,862 |
| River Vale Township | Bergen | 10,015 |
| Rutherford Borough | Bergen | 18,116 |
| Saddle Brook Township | Bergen | 13,683 |
| Teaneck Township | Bergen | 38,345 |
| Tenafly Borough | Bergen | 13,595 |
| Waldwick Borough | Bergen | 10,097 |
| Wallington Borough | Bergen | 11,099 |
| Westwood Borough | Bergen | 10,779 |
| Wyckoff Township | Bergen | 16,417 |
| Burlington Township | Burlington | 16,671 |
| Cinnaminson Township | Burlington | 14,803 |
| Delran Township | Burlington | 14,232 |
| Evesham Township | Burlington | 39,891 |
| Florence Township | Burlington | 10,910 |
| Maple Shade Township | Burlington | 18,704 |
| Medford Township | Burlington | 22,211 |
| Moorestown Township | Burlington | 17,326 |
| Mount Holly Township | Burlington | 10,595 |
| Mount Laurel Township | Burlington | 37,455 |
| North Hanover Township | Burlington | 10,150 |
| Pemberton Township | Burlington | 31,566 |
| Southampton Township | Burlington | 10,484 |
| Willingboro Township | Burlington | 35,142 |
| Bellmawr Borough | Camden | 12,243 |
| Collingswood Borough | Camden | 14,582 |
| Gloucester City | Camden | 12,121 |
| Haddon Township | Camden | 14,507 |
| Haddonfield Borough | Camden | 11,170 |
| Lindenwold Borough | Camden | 18,093 |

| | | |
|-------------------------------|------------|--------|
| Pennsauken Township | Camden | 33,879 |
| Pine Hill Borough | Camden | 10,468 |
| Voorhees Township | Camden | 25,797 |
| Waterford Township | Camden | 11,248 |
| Winslow Township | Camden | 34,500 |
| Lower Township | Cape May | 21,914 |
| Middle Township | Cape May | 15,588 |
| Ocean City | Cape May | 15,760 |
| Upper Township | Cape May | 11,152 |
| Bridgeton City | Cumberland | 18,096 |
| Millville City | Cumberland | 26,359 |
| Belleville Township | Essex | 32,508 |
| Bloomfield Township | Essex | 42,974 |
| Cedar Grove Township | Essex | 11,789 |
| Livingston Township | Essex | 28,701 |
| Maplewood Township | Essex | 26,137 |
| Millburn Township | Essex | 20,518 |
| Montclair Township | Essex | 17,692 |
| Nutley Town Township | Essex | 35,911 |
| Orange City Township | Essex | 25,604 |
| South Orange Village Township | Essex | 16,167 |
| Verona Borough Township | Essex | 12,897 |
| West Orange Town Township | Essex | 39,340 |
| Deptford Township | Gloucester | 25,058 |
| Franklin Township | Gloucester | 15,380 |
| Glassboro Borough | Gloucester | 17,588 |
| Mantua Township | Gloucester | 12,959 |
| Monroe Township | Gloucester | 29,604 |
| Washington Township | Gloucester | 45,262 |
| West Deptford Township | Gloucester | 19,964 |
| Woodbury City | Gloucester | 10,520 |
| Harrison Town | Hudson | 13,383 |
| Hoboken City | Hudson | 33,354 |
| Kearny Town | Hudson | 35,441 |
| North Bergen Township | Hudson | 48,639 |
| Secaucus Town | Hudson | 13,975 |
| Weehawken Township | Hudson | 12,715 |
| West New York Town | Hudson | 38,020 |
| Clinton Township | Hunterdon | 12,860 |
| Readington Township | Hunterdon | 16,583 |
| East Windsor Township | Mercer | 22,378 |
| Ewing Township | Mercer | 33,743 |
| Hopewell Township | Mercer | 14,311 |
| Lawrence Township | Mercer | 27,543 |
| Princeton Borough | Mercer | 11,814 |
| Princeton Township | Mercer | 14,235 |
| West Windsor Township | Mercer | 19,202 |
| Carteret Borough | Middlesex | 19,904 |
| East Brunswick Township | Middlesex | 46,499 |

| | | |
|--------------------------------|-----------|--------|
| Highland Park Borough | Middlesex | 13,266 |
| Metuchen Borough | Middlesex | 13,038 |
| Middlesex Borough | Middlesex | 13,217 |
| Monroe Township | Middlesex | 26,562 |
| New Brunswick City | Middlesex | 41,768 |
| North Brunswick Township | Middlesex | 35,174 |
| Perth Amboy City | Middlesex | 42,481 |
| Plainsboro Township | Middlesex | 15,739 |
| Sayreville Borough | Middlesex | 38,042 |
| South Brunswick Township | Middlesex | 33,392 |
| South Plainfield Borough | Middlesex | 20,903 |
| South River Borough | Middlesex | 14,045 |
| Aberdeen Township | Monmouth | 17,762 |
| Asbury Park City | Monmouth | 17,057 |
| Eatontown Borough | Monmouth | 14,077 |
| Freehold Borough | Monmouth | 10,850 |
| Freehold Township | Monmouth | 30,088 |
| Hazlet Township | Monmouth | 22,608 |
| Holmdel Township | Monmouth | 14,788 |
| Howell Township | Monmouth | 47,133 |
| Keansburg Borough | Monmouth | 11,166 |
| Long Branch City | Monmouth | 28,905 |
| Manalapan Township | Monmouth | 32,461 |
| Marlboro Township | Monmouth | 34,839 |
| Neptune Township | Monmouth | 28,930 |
| Ocean Township | Monmouth | 26,962 |
| Red Bank Borough | Monmouth | 10,858 |
| Tinton Falls Borough | Monmouth | 15,795 |
| Wall Township | Monmouth | 24,147 |
| Denville Township | Morris | 15,563 |
| Dover Town | Morris | 15,462 |
| East Hanover Township | Morris | 12,031 |
| Hanover Township | Morris | 13,326 |
| Jefferson Township | Morris | 19,284 |
| Lincoln Park Borough | Morris | 11,270 |
| Madison Borough | Morris | 15,828 |
| Montville Township | Morris | 20,954 |
| Morris Township | Morris | 22,048 |
| Morristown Town | Morris | 16,629 |
| Mount Olive Township | Morris | 22,939 |
| Parsippany-Troy Hills Township | Morris | 50,002 |
| Pequannock Township | Morris | 14,604 |
| Randolph Township | Morris | 22,961 |
| Rockaway Township | Morris | 21,576 |
| Roxbury Township | Morris | 23,924 |
| Washington Township | Morris | 17,374 |
| Barnegat Township | Ocean | 14,530 |
| Beachwood Borough | Ocean | 10,130 |
| Berkeley Township | Ocean | 42,509 |

| | | |
|----------------------------|----------|--------|
| Jackson Township | Ocean | 40,883 |
| Lacey Township | Ocean | 24,921 |
| Lakewood Township | Ocean | 50,191 |
| Little Egg Harbor Township | Ocean | 14,983 |
| Manchester Township | Ocean | 38,255 |
| Point Pleasant Borough | Ocean | 19,349 |
| Stafford Township | Ocean | 17,548 |
| Hawthorne Borough | Passaic | 18,304 |
| Little Falls Township | Passaic | 12,273 |
| Pompton Lakes Borough | Passaic | 11,180 |
| Ringwood Borough | Passaic | 13,504 |
| Totowa Borough | Passaic | 10,930 |
| Wanaque Borough | Passaic | 10,520 |
| West Milford Township | Passaic | 28,173 |
| West Paterson Borough | Passaic | 11,704 |
| Pennsville Township | Salem | 13,427 |
| Bernards Township | Somerset | 22,092 |
| Branchburg Township | Somerset | 14,985 |
| Bridgewater Township | Somerset | 41,413 |
| Franklin Township | Somerset | 49,188 |
| Hillsborough Township | Somerset | 33,978 |
| Manville Borough | Somerset | 10,899 |
| Montgomery Township | Somerset | 14,698 |
| North Plainfield Borough | Somerset | 19,067 |
| Somerville Borough | Somerset | 11,777 |
| Warren Township | Somerset | 13,366 |
| Hopatcong Borough | Sussex | 16,241 |
| Sparta Township | Sussex | 17,377 |
| Vernon Township | Sussex | 23,077 |
| Wantage Township | Sussex | 10,540 |
| Berkeley Heights Township | Union | 13,176 |
| Clark Township | Union | 14,687 |
| Cranford Township | Union | 22,904 |
| Hillside Township | Union | 21,113 |
| Linden City | Union | 37,204 |
| New Providence Borough | Union | 11,885 |
| Plainfield City | Union | 46,414 |
| Rahway City | Union | 25,336 |
| Roselle Borough | Union | 20,297 |
| Roselle Park Borough | Union | 12,771 |
| Scotch Plains Township | Union | 23,176 |
| Springfield Township | Union | 13,726 |
| Summit City | Union | 19,706 |
| Union Township | Union | 50,925 |
| Westfield Township | Union | 29,297 |
| Phillipsburg Town | Warren | 15,533 |

The author mailed a 7-question survey, along with a piece of Bazooka bubble gum and a self addressed stamped envelope for the return survey. Of the 210 mailers sent, 126, or 60%, were completed and returned. Three others were returned without validation, an additional two were completed and returned by municipalities who received them in error. One completed survey was unable to be matched to its source, and therefore, eliminated after two attempts drew no response.

The 126 municipalities that did respond produced the following results for questions one through five:

1. From the list below, circle the events/projects that were held in the municipality between January 1, 1999 and December 31, 1999:

| <u>Response</u> | <u>#</u> | <u>%</u> |
|-------------------------------|----------|----------|
| Brochure(s) i.e. | | |
| Trash/recycling pick up dates | 119 | 93 |
| Annual Parade(s) | 110 | 86 |
| Periodic Newsletter | 102 | 80 |
| Website | 96 | 75 |
| Annual Fair | 91 | 71 |
| Television Channel | | |
| Broadcast | 74 | 58 |
| Calendar | 63 | 49 |

| | | |
|---------------------|----|----|
| Residential Holiday | | |
| Lighting Contest | 54 | 42 |

2. From the list below, circle the events/projects which were co-sponsored by the municipality and another organization:

| <u>Response</u> | <u>#</u> | <u>%</u> |
|---|----------|----------|
| Annual Parade(s) | 82 | 64 |
| Annual Fair | 63 | 49 |
| Periodic Newsletter | 36 | 28 |
| Television Channel Broadcast | 30 | 23 |
| Brochure(s) i.e. Trash/recycling pick up dates | 29 | 32 |
| Website | 28 | 22 |
| Residential Holiday Lighting Contest | 28 | 22 |
| Calendar | 25 | 20 |

3. From the list below, circle the person(s) responsible in making the decision to hold the above events/projects:

| <u>Response</u> | <u>#</u> | <u>%</u> |
|-----------------|----------|----------|
|-----------------|----------|----------|

| | | |
|---|-----|----|
| Mayor | 110 | 86 |
| Council/Commission Members | 105 | 82 |
| Special Events Committee - Municipally Appointed | 67 | 52 |
| City Administrator | 49 | 38 |
| City Clerk | 13 | 10 |
| In-House Public Relations Professional | 12 | 9 |
| Outside Public Relations Professional | 7 | 5 |

4. From the list below, circle the ways in which the events/projects are publicized:

| <u>Response</u> | <u>#</u> | <u>%</u> |
|------------------------------|-----------------|-----------------|
| Word of Mouth | 104 | 81 |
| Public Service Announcements | 103 | 80 |
| Advertising | 91 | 71 |
| Community Bulletin Board | 87 | 68 |
| Website | 78 | 61 |

| | | |
|-------------|----|----|
| Direct Mail | 66 | 52 |
|-------------|----|----|

5. From the list below, circle the person(s) who implement the events/projects held:

| <u>Response</u> | <u>#</u> | <u>%</u> |
|---|----------|----------|
| Special Events Committee - Municipally Appointed | 83 | 65 |
| Mayor | 74 | 58 |
| City Administrator | 65 | 51 |
| Council/Commission Members | 63 | 49 |
| City Clerk | 18 | 14 |
| Outside Public Relations Professional | 15 | 12 |
| In House Public Relations Professional | 13 | 10 |

Questions number six and seven on the survey were open-ended and inspired a variety of responses. Of the 126 returned, the following subjects and themes presented themselves when faced with the following questions:

6. What is the most effective technique you are using today to publicize municipal events?:

The answers to this open-ended question were grouped according to the language put forth by the respondents. "Newspaper" was the most popular answer with 33, or 26 % of the municipalities listing it as one of the most successful methods of gaining publicity for events/projects. "Newspaper" was not defined in terms of free or paid advertising nor story coverage, public service announcements or photographs.

The second most popular response from respondents was "newsletter" with 29, or 23%, followed by "cable" with 20, or 16%. Again, "newsletter" was not defined in terms of free or paid advertising nor public service announcement. Similar to "newspaper," "cable" was also not defined in terms of free or paid advertising, story coverage, public service announcements or televised municipal meetings.

Other responses to question six were "direct mail" with 7; "advertising," "word of mouth," "public service announcements" and "website" with 5 each; "students with notices," "bulletin board" and "flyers" with 4 each; "posters" in 3 cases; "banners," "event list," "calendar," "senior citizen group" with 1 response each.

7. What do you feel is the most effective technique to publicize municipal events if there were an unlimited budget?:

As above, the answers to this open-ended question were grouped according to the language put forth by the respondents. "Mailer" was the most popular answer with 50, or 39% as the municipalities' most desirable method. "Mailer" was not defined in terms of style, whether it is defined as a flyer, invitation, post card, etc.

The second most popular answer from respondents was "television" with 26, or 20%, followed by "newspaper" with 13, or 10%. Again, "television" was not defined in terms of free or paid advertising nor story coverage, public service announcements or televised

municipal meetings. Similar to “television,” “newspaper” was not defined in terms of free or paid advertising, nor story coverage, public service announcements or photographs.

Other responses were “advertising” and “newsletter” with 6 each; “website” with 5; “flyers” with 3; “calendar,” “radio” and “billboard” with 2; “multiple sources,” “publicity committee,” “pr director,” “flyers with students” and “no such thing as unlimited budget” garnered 1 each.

Chapter V

Summary, Conclusions and Recommendations

Summary

The objective of conducting this study was to record, through literature research and mail response survey, the various methods of community relations held in selected New Jersey municipalities between January 1 and December 31, 1999. Literature and survey research recorded the types of events and projects that were conducted as well as the person(s) responsible for initiating and implementing them. Survey research further revealed if events and projects were co-sponsored with other organizations as well as the types of publicity used to create awareness about municipal events and projects.

Conclusions

As a result of the findings from the survey and literature research, the following conclusions have been derived:

~If given an unlimited amount of funding, direct mail is conceived as the most effective way to reach residents/taxpayers when it comes to publicizing municipal events and projects.

- ~Newspapers were reported as the most effective, measurable technique used today by municipalities to publicize events and projects.
- ~The mayor of each municipality plays a major role in the implementation of events and projects and maintains a substantial role in their execution.
- ~A municipally appointed special events committee is primarily responsible for executing events and projects.
- ~Word of mouth is recorded as the most popular method in which events and projects receive awareness.
- ~The most popular co-sponsored event and project between a municipality and another organization is an annual parade.
- ~Printed brochures were the most popular event and project held in municipalities between January 1 and December 31, 1999.

Recommendations

Based on the conclusions noted above, the following recommendations are offered:

- ~Increase notification of events and projects by utilizing the municipal tax mail list to include publicity material when sending quarterly water, sewer and tax bills.
- ~Track the public relations value of print media exposure by subscribing to a monitoring service that tallies audience impressions and advertising dollar values.
- ~Develop a public relations plan to increase the exposure of events and projects as well as tracking their success and making note of achieved benchmarks.

- ~Incorporate the use of internal (i.e. employees, city council, etc.) and external (i.e. suppliers, vendors) audiences to assist in promoting and publicizing upcoming events and projects.
- ~Facilitate a clear concise message with pertinent contact information when creating publicity materials for upcoming events and projects.
- ~Add credibility to a wide array of local, county and statewide events and projects by lending the municipal name in the form of a co-sponsorship.
- ~Disburse a package of pertinent information (i.e. trash days, recycling schedule) for new residents upon arrival in the municipality.

Recommendations For Further Study

Based on the conclusions noted above, the following recommendations for further study are offered:

- ~Record successful publicity techniques with regard to the relationship between event and project frequency and municipal population size.
- ~Measure the success of municipal events and projects against the success of direct mail notification efforts.
- ~Research if the same publicity message works when directed to full-time residents as opposed to those persons who own property but do not reside in the municipality.
- ~Determine the usefulness of an Internet website as a method of communication for the notification of upcoming events and projects.
- ~Investigate the role of municipal employees and recreation departments in the implementation of non-emergency community relations.

- ~Gather taxpayer opinion on spending municipal funds to publicize events and projects.
- ~Ascertain the success of an event or project, measured by the amount of publicity received, because of its direct association with the municipality.
- ~Compare the success of the event or project and the methods of publicity used as it directly relates to the frequency of event and project.
- ~Set forth the guidelines for a successful municipally sponsored event and project and include provision for creating a lifetime association with such municipality.

APPENDIX A

Author's Question
To Colleges/Universities
Offering A Major/Minor
In Public Administration

Hello!

I am a graduate student at Rowan University, Glassboro, New Jersey currently conducting research for my graduate thesis.

My topic is centered around the recording of ways in which state municipalities conduct non-emergency communications (eg. ribbon cuttings; holiday parades) between themselves and residents.

With your course offerings, to those students majoring in Public Administration, I was wondering if you took time to instruct the art of “municipal public relations.”

As we both know, municipal employees have intimate interaction with residents in their respective towns and positive communication skills, especially from high level representatives (eg. city administrators) is surely welcomed.

Thank you for your precious time and please feel free to respond to me at lgalantino@aol.com . Happy Holidays.

- Lizabeth Miller Galantino

APPENDIX B

E-mail Responses To Author

Subj: RE: Department of Public Administraiton

Date: 12/1/99 5:46:13 PM Eastern Standard Time

From: aleschd@uwgb.edu (Alesch, Dan)

To: LGalantino@aol.com ('LGalantino@aol.com')

Our undergraduate program in public administration spends a very small amount of time on ceremonial functions. We do not focus attention on municipal public relations. We do, however, spend considerable time instructing students on developing a customer orientation in the delivery of services. We think that doing a really good job of providing high quality services at low cost is its own form of municipal public relations.

Professor D. Alesch

Subj: RE: Thesis Preparation

Date: 10/28/99 10:03:58 AM Eastern Daylight Time

From: kgden@exchange.chep.udel.edu (Denhardt, Kathy)

To: JGalantino@aol.com ('JGalantino@aol.com')

Your topic is a very important one. Unfortunately, we do not have a specific course on Community/Public Relations. We will be offering a one-credit course in the spring of 2000 on Marketing for the Public and Nonprofit Sectors which will address some related issues. We also discuss media relations in other courses such as the Seminar in Public Administration. However, it is not a topic that we have a formal curriculum developed for. Thanks for your inquiry.

Subj: Re: Department of Public Administration

Date: 12/2/99 5:59:43 PM Eastern Standard Time

From: nyk@nevada.edu (Nicole Heward)

To: LGalantino@aol.com

I am a student in the MPA program and just happen to be doing my concentration area in Communications. Our program does touch upon the public relations aspect as it relates to the subject being taught, i.e. Fiscal Administration. Students are allowed three classes of electives and may choose a concentration area. In my concentration area I am taking Principles of Persuasion, Issues in Public Relations, and I had an internship with a bureaucracy in the department that deals with public relations, the other class option is Political Communication. We are also fortunate to have several of the local professional administrators in our program. I have had the privilege of taking classes with bureaucratic public relations professionals who offer wonderful insight and perspective to class discussion. Las Vegas is one of the most interesting places to study the dynamics of public administration and especially public relations! I hope this was helpful, feel free to contact our office with any further questions. Good

luck with your paper!

-Nicole Heward, MPA graduate assistant

702-895-3091

Subj: question

Date: 12/1/99 12:59:36 PM Eastern Standard Time

From: jhutch@saturn.vcu.edu (Janet R. Hutchinson)

To: LGalantino@aol.com

We have no courses that have as there focus non-emergency communications among municipal employees. The topic may be covered in our inter-govermental relations course, depending on the instructor.

Janet R. Hutchinson

Subj: Re: Department of Public Administration

Date: 12/1/99 11:53:39 AM Eastern Standard Time

From: r_lawson@dewey.uvm.edu (Robert Lawson)

To: LGalantino@aol.com

To the best of my knowledge, the importance of municipal public relations and non-emergency communications are covered in our courses more as a theme than separated out as a particular topic in any given course. Best Wishes, Robert.

Robert B. Lawson, Ph.D.

Professor of Psychology and

Director, UVM-MPA Program

University of Vermont

206 John Dewey Hall

Burlington, VT 05405

USA

voice (802) 656-4032

fax (802) 656-8783

robert.lawson@uvm.edu

Subj: Re: Department of Public Administration

Date: 12/1/99 1:11:04 PM Eastern Standard Time

From: spagrad@unm.edu (School/Public Admin.)

To: LGalantino@aol.com

CC: lopez@unm.edu (roberta lopez), aglisson@unm.edu (annie m glisson)

Our School does not have a dedicated course covering Municipal Public Relations. Our professors may cover it as they teach their courses. You would need to contact them directly.

The University of New Mexico
School of Public Administration
Social Science Bldg., 3rd floor
Albuquerque, NM 87131

Subj: Re: Department of Public Administration
Date: 12/1/99 9:42:41 AM Eastern Standard Time
From: cjwirth@cisunix.unh.edu (Clifford J. Wirth)
To: LGalantino@aol.com

In several courses students have material which focuses on the importance of relations with the public by municipal officials.

Thank you.

Cliff

Clifford J. Wirth
Department of Political Science
University of New Hampshire
Durham, NH 03824 USA

TELEPHONES 603-862-1749 (OFFICE)
603-862-0178 (OFFICE FAX)

603-778-9276 (HOME)

EMAIL

cjwirth@cisunix.unh.edu

EMAIL HOME

angelcliff@mail.ttlc.net

APPENDIX C

Survey

6) What is the **MOST EFFECTIVE TECHNIQUE** you are using **TODAY** to publicize municipal events?

7) What do you feel is the **MOST EFFECTIVE TECHNIQUE** to publicize municipal events if there were an **UNLIMITED BUDGET**?

~ I have provided a **SELF ADDRESSED STAMPED ENVELOPE...** please send me **SAMPLES** (i.e. flyers, memorandums) of materials distributed to publicize your municipal events/projects.

~ **REMEMBER...** Only send information about events/projects which were held between **JANUARY 1, 1999 AND DECEMBER 31, 1999**

~Please include your name for validity purposes:

Name: _____ Title: _____

Phone: _____ Fax: _____

E-mail: _____

THANK YOU~THANK YOU~THANK YOU

January, 2000

Dear Mayor:

Happy New Year! My name is Liz Galantino and I am a graduate student at Rowan University, Glassboro, NJ.

Currently, I am writing my graduate thesis, which is titled: "New Jersey Municipalities' Methods For Building Non-Emergency Community Relations."

I know you are a very busy person, but I would sincerely appreciate you taking just **4.5 MINUTES** to answer **JUST 7 QUESTIONS** about the **IMPORTANT EVENTS** that happen in your town.

Thank You.

1) From the list below, circle the **EVENTS/PROJECTS** that were held in the municipality between **JANUARY 1, 1999 AND DECEMBER 31, 1999**

- a) annual parade(s)
- b) residential holiday decorating contest
- c) periodic newsletter
- d) annual fair
- e) brochure(s) - i.e. trash/recycling pick up dates
- f) calendar
- g) website
- h) television channel broadcast
- i) other: _____

PLEASE TURN THE PAGE....

2) From the list below, circle the **EVENTS/PROJECTS** which were **CO-SPONSORED** by the municipality and another organization

- a) annual parade(s)
- b) residential holiday decorating contest
- c) periodic newsletter
- d) annual fair
- e) brochure(s) - i.e. trash/recycling pick up dates
- f) calendar
- g) website
- h) television channel broadcast
- i) other: _____

3) From the list below, circle the **PERSON(S)** **RESPONSIBLE** in making the **DECISION TO HOLD** the above **EVENTS/PROJECTS**

- a) mayor
- b) city administrator
- c) city clerk
- d) council/commission members
- e) in-house public relations professional
- f) outside public relations professional
- g) special events committee - municipally appointed
- h) other: _____

4) From the list below, circle the ways in which the **EVENTS/PROJECTS** are **PUBLICIZED**

- a) direct mail
- b) public service announcement (tv/radio/newspaper)
- c) advertising (tv/radio/newspaper)
- d) word of mouth
- e) community bulletin board
- f) website
- g) other: _____

5) From the list below, circle the **PERSON(S)** **WHO IMPLEMENT** the **EVENTS/PROJECTS** held

- a) mayor
- b) city administrator
- c) city clerk
- d) council/commission members
- e) in-house public relations professional
- f) outside public relations professional
- g) special events committee - municipally appointed
- h) other: _____

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TO THE LAST PAGE...**

APPENDIX D

Survey Results

Questions One Through Five

Question #1

From the list below, circle the EVENTS/PROJECTS that where held in the municipality between JANUARY 1, 1999 AND DECEMBER 31, 1999:

| Municipality | County | Pop. Est7/98 | (A) Parade | (B)Hol. Cntst | (C) Nwsltr | (D) Annl Fair | (E) Broch | (F) Cindr | (G) Website | (H) TV Brdcast | (I) Other |
|-------------------------|----------|-----------------|---------------|------------------|---------------|------------------|--------------|--------------|----------------|-------------------|--------------|
| Atlantic City | Atlantic | 38,063 | X | X | X | | X | X | | | |
| Brigantine City | Atlantic | 11,599 | X | X | X | X | X | X | X | X | CER Broch |
| Egg Harbor Township | Atlantic | 27,675 | X | X | X | X | X | X | X | X | VolteerDay |
| Galloway Township | Atlantic | 28,244 | | | | | | | | | |
| Hamilton Township | Atlantic | 18,243 | X | X | X | | X | | X | | |
| Hammonton Town | Atlantic | 12,447 | | | | | | | | | |
| Pleasantville City | Atlantic | 16,619 | | | | | | | | | |
| Somers Point City | Atlantic | 11,159 | X | X | X | X | | | X | | |
| Ventnor City | Atlantic | 10,857 | X | X | | | | | X | X | |
| Bergenfield Borough | Bergen | 24,827 | | | | | | | | | |
| Cliffside Park Borough | Bergen | 21,141 | | | | | | | | | |
| Dumont Borough | Bergen | 17,631 | X | X | X | X | X | X | X | | |
| Elmwood Park Borough | Bergen | 18,299 | X | X | | | X | | | | |
| Englewood City | Bergen | 25,321 | X | | X | X | X | X | X | | |
| Fair Lawn Borough | Bergen | 31,091 | X | | X | | X | X | X | | |
| Fairview Borough | Bergen | 11,252 | | | | | | | | | |
| Fort Lee Borough | Bergen | 33,989 | X | | X | | X | | X | X | Hol,Deco |
| Franklin Lakes Borough | Bergen | 10,575 | X | | X | X | X | | X | X | |
| Garfield City | Bergen | 27,262 | | | | | | | | | |
| Glen Rock Borough | Bergen | 11,149 | X | | X | | | X | X | | |
| Hackensack City | Bergen | 37,813 | X | | X | | X | X | X | | |
| Hasbrouck Heights Borou | Bergen | 11,704 | X | X | X | | X | X | X | | |
| Hillsdale Borough | Bergen | 10,142 | X | X | X | | X | X | X | | |
| Little Ferry Borough | Bergen | 10,176 | | | | | | | | | |
| Lodi Borough | Bergen | 22,917 | X | X | X | | X | X | X | X | |
| Lyndhurst Township | Bergen | 18,776 | X | X | | | X | | | | 4-Day Event |
| Mahwah Township | Bergen | 21,633 | X | | X | X | X | X | X | X | |
| New Milford Borough | Bergen | 16,425 | X | X | X | | X | X | X | X | |

Question #2

From the list below, circle the EVENTS/PROJECTS which were CO-SPONSORED by the municipality and another organization:

| Municipality | County | Pop. Est. 7/98 | (A) Parade | (B)Hol. Cntst | (C) Nwsltr | (D) Annl Fair | (E) Broch | (F) Calndr | (G) Website | (H) TV Brcdst | (I) Other |
|-------------------------|----------|----------------|------------|---------------|------------|---------------|-----------|------------|-------------|---------------|-----------|
| Atlantic City | Atlantic | 38,063 | X | | X | | | X | | | |
| Brigantine City | Atlantic | 11,599 | X | | | X | | | | | |
| Egg Harbor Township | Atlantic | 27,675 | X | | | | | | | | |
| Galloway Township | Atlantic | 28,244 | | | | | | | | | |
| Hamilton Township | Atlantic | 18,243 | X | X | X | | X | | | X | |
| Hammoncton Town | Atlantic | 12,447 | | | | | | | | | |
| Pleasantville City | Atlantic | 16,619 | | | | | | | | | |
| Somers Point City | Atlantic | 11,159 | X | X | | X | | X | | | |
| Ventnor City | Atlantic | 10,857 | | X | | | | X | | X | |
| Bergenfield Borough | Bergen | 24,827 | | | | | | | | | |
| Cliffside Park Borough | Bergen | 21,141 | | | | | | | | | |
| Dumont Borough | Bergen | 17,631 | | | | | | | | | |
| Elmwood Park Borough | Bergen | 18,299 | X | | | | | | | | |
| Englewood City | Bergen | 25,321 | | | | | | | X | | |
| Fair Lawn Borough | Bergen | 31,091 | X | | X | | X | X | | | |
| Fairview Borough | Bergen | 11,252 | | | | | | | | | |
| Fort Lee Borough | Bergen | 33,989 | | | | | | | | | |
| Franklin Lakes Borough | Bergen | 10,575 | | | X | X | | | X | X | |
| Garfield City | Bergen | 27,262 | | | | | | | | | |
| Glen Rock Borough | Bergen | 11,149 | | | X | | | X | | | |
| Hackensack City | Bergen | 37,813 | X | | X | | | | | | |
| Hasbrouck Heights Borou | Bergen | 11,704 | X | | | | | | | | |
| Hillsdale Borough | Bergen | 10,142 | | | | | | | | | |
| Little Ferry Borough | Bergen | 10,176 | | | | | | | | | |
| Lodi Borough | Bergen | 22,917 | X | X | | | | X | | | |
| Lyndhurst Township | Bergen | 18,776 | | | | | | | | | |
| Mahwah Township | Bergen | 21,633 | | | X | X | | | | | |
| New Milford Borough | Bergen | 16,425 | | | | | | X | | | |

Question #3
 From the list below, circle the PERSON(S) RESPONSIBLE in making the DECISION TO HOLD the above EVENTS/PROJECTS:

| Municipality | County | Pop Est. 7/98 | (A) Mayor | (B) City Adminstr | (C) City Clerk | (D) Council Commissn | (E) In-House PR | (F) Outside PR | (G) Spec. Evtvs. Comm | (H) Other |
|-------------------------|----------|---------------|-----------|-------------------|----------------|----------------------|-----------------|----------------|-----------------------|-----------|
| Atlantic City | Atlantic | 38,063 | X | X | X | | X | | | |
| Brigantine City | Atlantic | 11,599 | X | X | | X | | X | | |
| Egg Harbor Township | Atlantic | 27,675 | | | | X | | | | |
| Galloway Township | Atlantic | 28,244 | | | | | | | | |
| Hamilton Township | Atlantic | 18,243 | X | | | X | | | | |
| Hammoncton Town | Atlantic | 12,447 | | | | | | | | |
| Pleasantville City | Atlantic | 16,619 | | | | | | | | |
| Somers Point City | Atlantic | 11,159 | X | X | X | | | X | | |
| Ventnor City | Atlantic | 10,857 | | | | X | | X | | |
| Bergenfield Borough | Bergen | 24,827 | | | | | | | | |
| Cliffside Park Borough | Bergen | 21,141 | | | | | | | | |
| Dumont Borough | Bergen | 17,631 | X | | | X | | X | | |
| Elmwood Park Borough | Bergen | 18,299 | X | X | X | | | | | |
| Englewood City | Bergen | 25,321 | X | X | X | | | X | | |
| Fair Lawn Borough | Bergen | 31,091 | X | X | X | | | | | |
| Fairview Borough | Bergen | 11,252 | | | | | | | | |
| Fort Lee Borough | Bergen | 33,989 | X | | | X | X | | | |
| Franklin Lakes Borough | Bergen | 10,575 | X | | | X | | | | |
| Garfield City | Bergen | 27,262 | | | | | | | | |
| Glen Rock Borough | Bergen | 11,149 | X | | | X | | | | |
| Hackensack City | Bergen | 37,813 | X | | | X | | | | |
| Hasbrouck Heights Borou | Bergen | 11,704 | X | | | X | | X | | |
| Hillsdale Borough | Bergen | 10,142 | X | | | X | | | | |
| Little Ferry Borough | Bergen | 10,176 | | | | | | | | |
| Lodi Borough | Bergen | 22,917 | X | X | | X | | | | |
| Lyndhurst Township | Bergen | 18,776 | X | | | X | | | | |
| Mahwah Township | Bergen | 21,633 | X | X | | X | | X | | |
| New Milford Borough | Bergen | 16,425 | X | | | X | | X | | |

Question #4

From the list below, circle the ways in which the EVENTS/PROJECTS are PUBLICIZED:

| Municipality | County | Pop. Est. 7/98 | (A) Direct Mail | (B) PSA | (C) Advertsng | (D) Word of Mouth | (E) Comm BilletnBrd | (F) Website | (G) Other |
|-------------------------|----------|----------------|-----------------|---------|---------------|-------------------|---------------------|-------------|-----------|
| Atlantic City | Atlantic | 38,063 | | X | X | | X | | |
| Brigantine City | Atlantic | 11,599 | X | X | X | X | X | X | |
| Egg Harbor Township | Atlantic | 27,675 | X | X | X | X | | | |
| Galloway Township | Atlantic | 28,244 | | | | | | | |
| Hamilton Township | Atlantic | 18,243 | | X | X | | X | | |
| Hammoncton Town | Atlantic | 12,447 | | | | | | | |
| Pleasantville City | Atlantic | 16,619 | | | | | | | |
| Somers Point City | Atlantic | 11,159 | X | X | X | X | X | X | |
| Ventnor City | Atlantic | 10,857 | | X | | | | | |
| Bergenfield Borough | Bergen | 24,827 | | | | | | | |
| Cliffside Park Borough | Bergen | 21,141 | | | | | | | |
| Dumont Borough | Bergen | 17,631 | X | X | X | X | X | X | |
| Elmwood Park Borough | Bergen | 18,299 | | X | X | X | X | | PressRel |
| Englewood City | Bergen | 25,321 | | | | | | | |
| Fair Lawn Borough | Bergen | 31,091 | | X | X | X | | X | |
| Fairview Borough | Bergen | 11,252 | | | | | | | |
| Fort Lee Borough | Bergen | 33,989 | | X | X | X | | X | |
| Franklin Lakes Borough | Bergen | 10,575 | X | | | X | X | X | |
| Garfield City | Bergen | 27,262 | | | | | | | |
| Glen Rock Borough | Bergen | 11,149 | X | X | | | X | X | |
| Hackensack City | Bergen | 37,813 | | X | | X | | | |
| Hasbrouck Heights Borou | Bergen | 11,704 | | X | X | X | | X | |
| Hillsdale Borough | Bergen | 10,142 | | X | | | X | | |
| Little Ferry Borough | Bergen | 10,176 | | | | | | | |
| Lodi Borough | Bergen | 22,917 | | X | | X | X | | |
| Lyndhurst Township | Bergen | 18,776 | | X | | X | | | |
| Mahwah Township | Bergen | 21,633 | | X | X | X | X | X | |
| New Milford Borough | Bergen | 16,425 | | X | | X | X | X | |

Question #5

From the list below, circle the PERSON(S) WHO IMPLEMENT the EVENTS/PROJECTS held:

| Municipality | County | Pop. Est. 7/98 | (A) Mayor | (B) City Adminstr | (C) City Clerk | (D) Cncil Commsn | (E) In- House PR | (F) Outside PR | (G) Spec. Evs. Com | (H) Other |
|-------------------------|----------|-------------------|--------------|----------------------|-------------------|---------------------|---------------------|-------------------|-----------------------|--------------|
| Atlantic City | Atlantic | 38,063 | | | | | | | X | |
| Brigantine City | Atlantic | 11,599 | | | | | | | X | CER Dept |
| Egg Harbor Township | Atlantic | 27,675 | | | | X | | | | |
| Galloway Township | Atlantic | 28,244 | | | | | | | | |
| Hamilton Township | Atlantic | 18,243 | X | | | X | | X | | |
| Hammonton Town | Atlantic | 12,447 | | | | | | | | |
| Pleasantville City | Atlantic | 16,619 | | | | | | | | |
| Somers Point City | Atlantic | 11,159 | | | | | X | | X | RecDept |
| Ventnor City | Atlantic | 10,857 | | | | X | | | | |
| Bergenfield Borough | Bergen | 24,827 | | | | | | | | |
| Cliffside Park Borough | Bergen | 21,141 | | | | | | | X | |
| Dumont Borough | Bergen | 17,631 | X | | | X | | | | |
| Elmwood Park Borough | Bergen | 18,299 | X | | | | | | | |
| Englewood City | Bergen | 25,321 | X | X | | X | | X | X | |
| Fair Lawn Borough | Bergen | 31,091 | X | X | | X | | | | IndivOrg. |
| Fairview Borough | Bergen | 11,252 | | | | | | | | |
| Fort Lee Borough | Bergen | 33,989 | X | X | | X | X | | | |
| Franklin Lakes Borough | Bergen | 10,575 | X | X | | X | | | X | |
| Garfield City | Bergen | 27,262 | | | | | | | | |
| Glen Rock Borough | Bergen | 11,149 | X | X | | X | | | X | |
| Hackensack City | Bergen | 37,813 | X | X | | X | | X | | Rec.Supt. |
| Hasbrouck Heights Borou | Bergen | 11,704 | X | | | X | | | X | |
| Hillsdale Borough | Bergen | 10,142 | | | | | | | | PubWrks |
| Little Ferry Borough | Bergen | 10,176 | | | | | | | | |
| Lodi Borough | Bergen | 22,917 | | X | | | | | X | |
| Lyndhurst Township | Bergen | 18,776 | X | | | X | | | | |
| Mahwah Township | Bergen | 21,633 | X | X | | X | | | X | |
| New Milford Borough | Bergen | 16,425 | X | X | | X | | | X | |

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