

midland park PRESS

YOUR SOURCE FOR ALL THINGS 07432

The Midland Park Press is the premiere online news source for Midland Park, NJ. We cover municipal and school news as well as local businesses and community events. The site was launched in December of 2012 to provide outstanding news coverage for the residents of Midland Park.

The screenshot shows the Midland Park Press website homepage. At the top, there is a banner for 'ABMA'S FARM Market, Greenhouse & Petting Zoo' with a 'LOCAVORE' logo and 'OPEN ALL YEAR' text. Below this is the 'midland park PRESS' logo and the tagline 'YOUR SOURCE FOR ALL THINGS 07432'. A navigation bar includes links for Home, News, Schools, Community, Events, Opinion, and Public Notices. The main content area features a large article titled 'What's In Our Tap Water?' with a photo of a faucet. To the right, there is a section for 'Local Events' with a calendar for Friday, July 19, 2013, listing events like 'Movie Time: Ivan The Terrible' and 'Crossroads Concert Series: Oracle Band in Concert'. Below the main article, there are sections for 'Helpful Links', 'Most Popular Posts', and 'FEATURES' including 'MP Officer Wins DWI Appeal' and 'Abma's Annual Taste of The Farm Day Set For July 20'. A 'Tweets' section at the bottom right shows a tweet from @MPKPress about the farm day event.

Advertising in the Midland Park Press puts your business or organization's message before a targeted local audience. Our rapidly growing readership and fan base comprises all age demographics in the Midland Park community. Our social media presence is expanding daily. In addition to advertising packages, the Midland Park Press also offers valuable social media tools and training for local businesses.

The Midland Park Press donates 10% of all advertising revenues to local charities, and offers discounted advertising to non-profit organizations.



Meet The Editor: Rebecca Abma

Rebecca Abma is no stranger to local news. She began covering municipal council meetings 20 years ago while in college and has worked in more than 50 municipalities in North Jersey. As Editor-in-Chief of North Jersey Media Group's Shopper News Group, she led her staff to win a New Jersey Press Association award for news coverage of a fatal gang shooting.

Abma honed her online news skills at Patch, AOL's hyper-local news division. She launched Franklin Lakes Patch as a local editor in 2010 and later serving as community editor for the North Jersey region. In addition to perfecting fast-paced news reporting, Patch also served as an intensive training ground for social media skills, such as Facebook and Twitter.

She left Patch to launch the Midland Park Press in an effort to help improve online communication for the 7,000 residents living in the borough, a need that became evident after Superstorm Sandy knocked out power in much of Midland Park for close to two-weeks. At the time, residents were only able to find out news and information through Facebook and Patch.

In the first six months of the Midland Park Press, Abma succeeded in improving access to public information by creating a Public Notice Board for all legal notices pertaining to the borough and by broadcasting and archiving public meetings at Borough Hall and the Board of Education on Midland Park Press's Livestream page.

Quality Local News Coverage

The Midland Park Press provides quality local news coverage exclusive to Midland Park. In addition to reporting on government and schools, MPK Press covers crime, business and community groups. We also provide human interest and local history stories, and a community calendar.

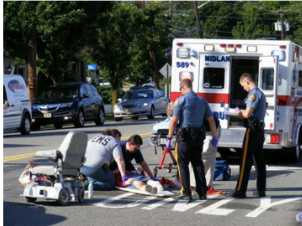
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Home News Schools Community Events Opinion Public Notices
Borough Hall Police & Fire

Woman Struck While Crossing Goffle Road

June 18, 2013

Content Sideshow
RSS Print



Photos by Boyd A. Loving

Members of the Midland Park Volunteer Ambulance Corps caring for a woman who was struck by a car on Goffle Road at Paterson Avenue. Her injuries did not appear life threatening and no further information was available regarding her condition.

A woman on a mobility scooter was struck by a car while trying to cross Goffle Road on June 12. According to police, the victim, a 50-year-old Wyckoff resident, was attempting to cross the road in the vicinity of Paterson Avenue when she was hit by a car driven by a 24-year-old female also from Wyckoff at approximately 5:15pm. No summonses were issued and police said speed was not a factor. The victim was taken to the hospital for treatment of her injuries. No further information regarding her condition was available. An eye witness at the scene reported that no her injuries did not appear life-threatening as there


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Meet The Men From MPK Who Died In Vietnam

May 24, 2013

Content
RSS Print



Eight men from Midland Park were killed in Vietnam. Pictured, clockwise from top right, Alan Zimmerman, Wayne Golon, Cordell Rogers, Brian Wedlake, Michael Parmenter & Steven Foster. Not pictured: Norman Goble and Roger Roisman.


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Hazel's County Fair Raises Funds For MPHS Grad

June 11, 2013

Content Sideshow
RSS Print



The rain clouds parted and gave way to a beautiful day for a county fair. Tucked in the back corner of the fourth annual Wyckoff Day, families and friends gathered to help support beloved preschool teacher Miss Elaine in her fight against cancer.

Hazel's Country Fair, named for Elaine Mejury-Mazurek's 3-year-old daughter, Hazel, featured old time games, like a penny pitch and pickle toss (featuring plastic pickles for fickle little ones), and activities including crown making and sand art. Treats included Old Fashioned lemonade in Ball Mason jars and candied apples. Under the tent, there were tables of baskets brimming with goodies to be raffled off for the family. The section also had a DJ with freeze dance and hula hoop contests, who kept encouraging people over the loud

Other highlights include:

Editor's Notebook: Meeting notes are posted immediately following every Borough Council or Board of Education Meeting — typically within hours.

Weather Alerts: From blizzards to flash floods to heat waves, MPK Press keeps readers informed on National Weather Service alerts.

Police Blotter: Local crime reports from the police department posted a week before they appear in the Suburban News and Villadom Times.

Events Calendar: Local events compiled by the editorial staff and readers, plus reminders about recycling night, water restrictions, etc.

Livestream Meetings: MPK Press broadcasts public meetings and events live on our Livestream Page, where they are archived for viewing at a later time.

Statistics: Continued Growth

In the first six months of business the Midland Park Press showed continued month-over-month growth. During that period, the site exceeded 20,000 visits and 50,000 page views.



By The Numbers

First Full Month: January 2013

877 Unique Visitors

2,118 Visits

6,025 Page Views

Last Full Month: June 2013

3,257 UVs

5,684 Visits

10,584 Page Views

Social Media

Facebook: 750+ Likes as of June 2013

Growing at a rate of 150 new likes a month

Find out how Midland Park Press can help your local business succeed. For advertising rates and marketing packages, contact Rebecca Abma at 201-615-0154 or email rebecca@mpkpress.com.