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STEVE ADUBATO, host:

On this program, we'll talk with two magazine editors whose publications explore the changing landscape of our life in the region. Later, we'll talk with David Chmiel, the editor of New Jersey Monthly.

But first joining us to discuss how companies are helping their employees balance work and family is Lori Sokol of Workplace Matters.

Good to see you, Lori.

Ms. LORI SOKOL (Publisher, Worklife Matters): Good to see you, too, Steve.

ADUBATO: Lori, let me ask you a question. Right before we got on the air, I was asking you--as I say--it's Worklife Matters.

Ms. SOKOL: Yes.

ADUBATO: I'll get that right. That would be important to be able to get that right.

Ms. SOKOL: Yes. Yes.

ADUBATO: Worklife Matters, just as g--we're doing this program, it just comes out, right. Why would you start a magazine at this point in time, the economy where it is, very challenging, hard to get advertisers, why a magazine?

Ms. SOKOL: That's a good question. It's something that people continually ask me is why a magazine at this point. I would think that because of the difficulty in the economy, and particularly if we think back to September 11th and how we realize that life can change at any time, people in this country are primarily work centric. They spend more time, more hours working than in any other country, in Europe, in other parts--Western Europe and other parts of--of the world. So therefore the need to be able to blend life with work has become even that much more important since we--we've learned, hopefully, to value life a lot more since that--that tragedy.

ADUBATO: So for those--but for those of us who take our work very seriously, all right, we be--we take our families very seriously as

well.

Ms. SOKOL: Right.

ADUBATO: We take our va--families very serious. But here's the thing, some of us are workaholics, that's the way we like it. Are we necessarily out of balance?

Ms. SOKOL: Not necessarily out of balance, but I've never heard anyone's last words be 'I should have spent more time at the office.' So even though we are workaholics--we tend to be in this country--what we're finding out more so is that at what expense are we compromising the time spent with our family? The point of the magazine is to promote the importance of companies promoting, delivering and providing work-life services to their employees and we cover everything from job sharing to telecommuting to flextime to child care, which is still--child care is the most important, the most asked for work-life benefit that employees...

ADUBATO: Child care.

Ms. SOKOL: Oh, absolutely.

ADUBATO: All right. Let's get right down to it.

Ms. SOKOL: OK.

ADUBATO: Well, our television production company, which produces obviously extraordinary television, both on the commercial and public television side, we've got a lot of young women, very talented women who produce the show behind the scenes, half--almost three-quarters of whom have had children in the last year.

Ms. SOKOL: Really?

ADUBATO: All of a sudden, these very talented producers, writers, talented people, they've got this whole other side of their lives. The responsibility that we have a--as a company is to do what with respect to these very loyal, hard-working women who are professionals?

Ms. SOKOL: Support--support them.

ADUBATO: Support them in what way?

Ms. SOKOL: But--let me take a step back. We're not just talking about working moms, we're talking about working dads. OK. The purpose of this magazine, it's not another Working Mother magazine, which does a great job and has been around for a long time and provides a great service to working moms, but we're not just--it's not just about working moms, it's about working dads. There was a recent survey that was done a little over a year ago of college students were asked--both males and females--when they get married and have kids or

have kids before getting married, but probably they'll get married first, if they plan to spend mo--take time off from their job to spend time bringing up the family, a significant number of males said that they plan to do that. So even though from our generation...

ADUBATO: Take time off?

Ms. SOKOL: Take time off.

ADUBATO: How much ti--how much time could a guy--seriously, in the average or typical situation--I don't even know what that means anymore.

Ms. SOKOL: Mm-hmm.

ADUBATO: How much time could a guy take off from his professional life without creating a professional problem, an economic problem?

Ms. SOKOL: How much time can a woman take off from her professional life without creating a problem? If a--the--Newsweek magazine two weeks ago, cover story was that 35 percent of--of wives are making more than their husbands in an annual--annual income. So, therefore, since men now are taking more time--more time to stay at home with the kids. So it's not just a question of men having to leave their careers, but women having to do so and the point is we're trying to rid that entirely where it's not a choice. And we did have t...

ADUBATO: But it is a choice, Lori. Respectfully, it is a choice. I mean, in a household, both parents after they ha--you have a child, both parents can't say, 'You know, we want to stay home for the next six months.'

Ms. SOKOL: Both parents can. It would be one of the...

ADUBATO: Can?

Ms. SOKOL: Can't--cannot. I'm sorry, cannot.

ADUBATO: Cannot.

Ms. SOKOL: It would be one of the two and it's not necessarily the traditional mom that automatically stays home.

ADUBATO: Absolutely not.

Ms. SOKOL: You have to look at income and at what place people are in their careers to do so. But we're not--we're--we're not talking about leaving work to stay home necessarily. If work-life--work-life services are implemented correctly where they provide a variety of services, therefore, parents do not have to stay home at all. I...

ADUBATO: Child care.

Ms. SOKOL: Child care on-site or off-site, backup care. And even though primarily we talk about child care when we're talking about work-life benefits, it's not all we're talking about. Because as you know, people living longer so el--people who are--elderly care is becoming more of an issue, so therefore, yes, you have working parents, but you also have children of parents who are becoming older. You have employees who have both young kids...

ADUBATO: Right.

Ms. SOKOL: ...as well as elderly parents, the sandwich generation, all of that. You have people who don't have kids and they're married but want to spend more time with their spouses. You have those who are single who just want a better balance of work life--fitness, nutrition, time off, vacation time. It's all of those things. So they're not--it's not a gender issue anymore, it's not an age issue, it's not a socioeconomic issue, it's for everybody. And that's why when you look at the magazine from cover to cover, when I first started talking about the concept of the magazine in the corporate world, they said, 'Oh, is this going to be another women's magazine?' No. I wanted to mention, from cover to cover there is nothing in there that shows it's only about women. It's about--it's for everybody.

ADUBATO: OK. So let's talk a little bit about telecommuting.

Ms. SOKOL: Yeah.

ADUBATO: OK? It's tough f--for some of us who are employers to get in the right frame of mind about this telecommuting thing and maybe you can help.

Ms. SOKOL: I'd be...

ADUBATO: What about the question of control? What about the question of, 'Hey, wait a minute. We're a company. We're a team. We need to see each other,' and...

Ms. SOKOL: Why--why do you need to see each other?

ADUBATO: OK. There's an assumption that we need to be physically in the same place in order to interact and communicate in a meaningful way. Not right?

Ms. SOKOL: There's also--well, there's also the--the issue that people feel if they don't see somebody chained to their desk, they're not doing their work. In the first issue, there is results of--the International Teleworking Association did a survey about a year ago and surveyed a couple thousand people who worked from home--telecommuters. And 72 percent responded that they feel they are much more productive working from home than they would if they were

going to an office.

ADUBATO: They responded. So it's self-reporting.

Ms. SOKOL: Yes. That...

ADUBATO: What do the companies say?

Ms. SOKOL: The companies, it's the same thing. In every issue, we profile a company that provides the--the m--what we feel are the most innovative work-life resources to their employees. So PricewaterhouseCoopers in the first issue; MetLife will be profiled in the second issue. What they're finding is--and they're doing more studies to measure productivity levels of their employees who take advantage of the work-life services and they're pro--finding productivity is going up. The point is work-life benefits everybody. It benefits employees because they're able to balance both.

ADUBATO: Right.

Ms. SOKOL: Companies benefit because companies for a long time have been complaining about employee longevity and loyalty and--and the cost to companies of losing employees to things like child care, for example. And having to replace them--the time, the cost, the retraining. The co--the costs are significant. So if you provide services to employees so that they--they will become more loyal. They will work harder...

ADUBATO: Really?

Ms. SOKOL: ...if they feel companies are supportive of their life outside of work.

ADUBATO: Do most employers do this well or, as you describe in--in the spring 2003 edition of Worklife Matters, PricewaterhouseCoopers, are they the exception?

Ms. SOKOL: Too often, they are the exception. That's why what the magazine does is we also focus on international trends because other countries are doing a lot better than we are. With children being our most important resource, without that we have nothing, unfortunately this country does not place enough value on that because it's always been considered women's work, and whenever anything is considered women's work, it is not valued as highly. Therefore, the point is and the purpose of the magazine is to get men to be more involved in asking employers for work-life services--what do they provide.

ADUBATO: But aren't a lot of men uncomfortable raising that issue, raising the balance question, talking about their responsibilities at home, their desire to be more at home, because of the potential impact it could have on their career advancement?

Ms. SOKOL: Absolutely. And that's what has to stop, although as I said before, col--those who are younger in their early 20s or late teens ma--it may not be as uncomfortable for them, so that's what we are hoping as well. But the point is, if companies provide these services, then nobody has to feel uncomfortable about going in and asking for them because they already exist.

ADUBATO: OK. But, Lori, here's the other part of the equation--this is complex stuff and I don't think anyone could argue or would argue theoretically about what you're saying, or even from a practical point of view it makes sense. But there's another piece of the equation where someone is saying, 'You know what? I like what this Lori Sokol is saying and I'm curious about her magazine, Worklife Matters,'

Ms. SOKOL: Yes.

ADUBATO: 'But look at the competitive pressures in our industry. People are working longer, companies are downsizing and she...'

Ms. SOKOL: Right.

ADUBATO: '...wants me to start talking to my employer about what I need when I'm just lucky to have a job in this environment.' You say?

Ms. SOKOL: I say just because there are fewer jobs, it doesn't mean there's less work and so what's happening is people who--who are left in companies with all the downsizing, the added stress to those individuals who then have to--they have more work to do and they're also concerned about keeping their jobs, that is why more services, particularly mental health services in that area, have to be provided. The other thing that companies need to think about is we're all--we all believe that this com--economy will eventually turn around, hopefully sooner than later. What is going to happen when those--when the economy turns around and there are more jobs available to go to? The people who feel that they were overworked and--and not supported will be the first ones to leave. So then companies will have to rehire, retrain and the cost to them will be significant. So they need to look at it in terms of more of a global perspective. Not looking at the bottom...

ADUBATO: But the corp--excuse me, Lori. The corporations have to drive this. Individual employees cannot drive this.

Ms. SOKOL: The corporations...

ADUBATO: Realistically...

Ms. SOKOL: Well, that's why the magazine is targeted to corporations and not to individuals.

ADUBATO: So--so you mail out--I asked you what the mailing list was. I mean, you sent it out, I think you said, to 3,000...

Ms. SOKOL: Three thousands CEOs, COOs and human resource directors of Fortune 1,000 companies in the New York Tri-State area.

ADUBATO: So you--you're really trying to advocate a particular point of view, aren't you?

Ms. SOKOL: The point of the publication, yes, is to advocate.

ADUBATO: How would you define success two years from now other than continuing to be in business?

Ms. SOKOL: Well, I definitely will continue to be in business. Beyond that, the plan is to take the magazine from quarterly to bimonthly, which may be done actually next year. The next issue, we'll increase circulation from 3,000 to 5,000 and--and the goal is to increase circulation nationally over the long term. Whether it'll be two years or more, I can't say. The other thing the magazine plans to do is to put on seminars at corporations where we bring in individuals, professionals in the area of mental health, finance, child care, psychology--all different aspects so that--nutrition and--and physical health as well--to talk, so that companies can also demonstrate how important these things are to their employees by having on-site seminars for them as well.

ADUBATO: Final question.

Ms. SOKOL: Yes.

ADUBATO: Do you love your work?

Ms. SOKOL: I love it, yes.

ADUBATO: For you, the balance works?

Ms. SOKOL: The balance works. The balance works. I cannot possibly conceive of being closer to my--I have two children, Jason and Rebecca. They told me to mention them, so I will. I also have a husband, I can't forget about him. But...

ADUBATO: Well, tell us his name.

Ms. SOKOL: Bob.

ADUBATO: We've got to get Bob's name in there.

Ms. SOKOL: We have to get Bob in there. OK. I'll also be talking about divorce again. No, no.

ADUBATO: ...(Unintelligible) another magazine. But that's...

Ms. SOKOL: More m--that was another magazine I used to publish.

ADUBATO: ...been a while back.

Ms. SOKOL: But I tell the story how when I...

ADUBATO: Real quick.

Ms. SOKOL: Not--not only do I publish a magazine but have two young kids, but I also am a doctoral candidate in psychology, and the day that I found out I was accepted to grad school, the next day I found out I was pregnant with my first child. And it's been 12 years of going to grad school, I'm now in the PhD program, having ma--you know, publishing magazines and having kids. And it's all--it takes a tremendous, tremendous amount of work. But the more I have to do, the more I get done and I don't feel anything has suffered because of it.

ADUBATO: On that note, Lori, we wish you all the best with Work Life Matters: Tools For Enhancing Life At Work. Wish you all the best.

Stick around the studio because we're going to be joined by David Chmiel who's the editor of New Jersey Monthly. Stay with us. We'll be right back.

Good job.

Ms. SOKOL: Thanks.

Announcer: If you would like more information on this program or if you'd like to express an opinion, e-mail us at info@caucusnj.org. And visit us on the World Wide Web at www.caucusnj.org.

ADUBATO: Joining us now in the studio is the editor of New Jersey Monthly, David Chmiel.

Good to see you, David.

Mr. DAVID CHMIEL (Editor, New Jersey Monthly): Thanks for having me.

ADUBATO: Let's talk a little bit about your magazine. Different from Lori's obviously.

Mr. CHMIEL: Mm-hmm.

ADUBATO: New Jersey Monthly has been around for how long?

Mr. CHMIEL: Twenty-eight years.

ADUBATO: Twenty-eight years.

Mr. CHMIEL: Yeah. We've been around d--28 years, it's great, because it gives us an opportunity to do a number of different things. Obviously, we're--we're about the state and everything that goes on,

whether it's business, politics, entertainment--the people, especially. And it's been an exciting time for us. I took over beginning of the year and it's been--it's been a crazy five months as we get acclimated and get used to what we're doing. We're going to have a big redesign that's going to start with our--our September issue, so we're going to--we're going to really change it--change it up a lot.

ADUBATO: Be more specific. For those who know New Jersey Monthly as the magazine that selects the top docs--doctors, top lawyers, top restaurants, am I right?

Mr. CHMIEL: Right.

ADUBATO: What's going to change?

Mr. CHMIEL: I--hopefully, everything will change to a--to an extent. I--I--I think that we're great as a--as a magazine of record for the state. We're--I think we're very important to our readers and we do a lot of the service-related stories that are very important. That said, I think that we need to inject people. We need to be engaged. We have--we have a state full of engaged people and here's our opportunity to be an engaged magazine that gets their attention. I always use with our s--my staff is so tired of--of me talking about it, but we--we talk about the top high school stories that we do. Well, it's great and it--and it's very important and all the educators are--are into it and all the parents who want their kids to go to Ivy League schools are very into it. But I want to know things like what--what the heck's in the backpack? We have these kids who walk down a perfectly flat, horizontal piece of property and they're walking at a 45-degree angle because it weighs 50 pounds.

ADUBATO: Including my 10-year-old son.

Mr. CHMIEL: Exactly.

ADUBATO: What is in that backpack?

Mr. CHMIEL: Exactly. And--and, you know, it's--it's--we need to get to--to the--to the kids, to the people, to everything that makes us tick and makes us such a unique state.

ADUBATO: But the other part about that equation is I happen to know that you're interested in covering politics in a more aggressive way. New Jersey Monthly covering politics in a more aggressive way, being more cutting edge, getting people angry at you? Really? Is that what you want to do?

Mr. CHMIEL: Just because we do things more aggressively doesn't mean people are necessarily going to be angry with us. People might be angry...

ADUBATO: ... (Unintelligible) politicians in the state, this is what happens.

Mr. CHMIEL: People--people might be--might be upset with us for not being aggressive enough. So, you know, we did--we did a fun story rating the Legislature where...

ADUBATO: I saw that.

Mr. CHMIEL: ...it was--where it was everything from Foot In The Mouth Award to Party Animal to whatever, and--and we had a great time and we had a great response from the legislators because they realized that we were down there, we did our time in--in--in Trenton and--and we researched what we were talking about. And I think that--that once you do that, nobody can disagree with what--you know, with what it is that you're doing.

ADUBATO: OK. So let me ask you, because I think it is a risky but necessary move, frankly, because for those of us who have read the magazine for a long time, you know, we're looking for--for--I'm not going to say that edge, but a freshness if you will. The governor--we have a young governor...

Mr. CHMIEL: Mm-hmm.

ADUBATO: ...of our state, and as we do the program, his poll numbers are not what he would like them to be, I'm sure. Your assessment of the governor.

Mr. CHMIEL: I think, as you say, it's a young governor. He--he has made any number of missteps, I think. He made a career before this out of--out of being an insider and I think that when you're an insider, sometimes you don't necessarily translate to the public once you get out there. He's--he's great obviously, you know, pressing the flesh, you know, fund raising, doing all the things that got him to this point. Now it's a matter of--of getting out in among the public and selling yourself, selling your administration, selling what it is that you're about. It's--obviously, it's terribly important that--that he bring his personality to the state.

ADUBATO: Is the magazine planning to do a comprehensive feature of the governor?

Mr. CHMIEL: It's--it's in--it's in the works. We never like to give away anything that we're working on. But...

ADUBATO: Are you going to beef up the political staff?

Mr. CHMIEL: We're going to--we're going to do our best to find th--find writers who--who really have the chops to--to--to do it right. And I think that--that as we talk about, you know, beefing up the magazine in general, we want to find the best people to write,

re--regardless of what the subject matter is. And I think that y
we'll find some people who are--we will help us really sort of unravel
what's going on in Trenton.

ADUBATO: What else makes New Jersey unique in your point of view?

Mr. CHMIEL: I--I think--I think what's incredible about--about New
Jersey is the people, the places, the--the things that we do, th--our
attitudes. I think we're so--I--I used the word before--I think we're
so engaged. Everybody wants to know what's going on. And--and it's
in anything that we do. And--and that's a--that's a really exciting
thing for me. You know, one story that we are working on that I don't
mind sharing is that--for a coming issue we're doing a story on
th--the reality shows. They're all over--they're all over the
television.

ADUBATO: Why is everyone on a reality--it's always a New Jersey
person on a reality show.

Mr. CHMIEL: Exactly. And we have--we have producers from these
shows who say, 'We love their attitude. We love the voice. We love,
you know, the--the--the dialect and everything that goes along with
it.' And I think that--that we stir up the pie. And the minute you
put us in with a bunch of laid-back Californians and--and people from
all over the place a--you know, people from Des Moines who don't know
what to make of us, it just automatically alters the dynamic.

ADUBATO: In--in fact, Lisa, our producer, Lisa Chouteau--Chouteau,
from Lambertville, what was the young lady's name who was on the "Joe
Millionaire" show? Zora.

Mr. CHMIEL: Right.

ADUBATO: Zora, right?

Mr. CHMIEL: Mm-hmm.

ADUBATO: And on another reality show--help me--was there another New
Jersey...

Mr. CHMIEL: From "The Bachelor," there was the--the first "Bachelor"
show, she--the--the girl he proposed to was from New Jersey as well.

ADUBATO: Was from New Jersey.

Mr. CHMIEL: Yeah. We a--and--and the--the first--What was
it?--the--"Survivor" was the first show and there was a fellow from...

ADUBATO: Right.

Mr. CHMIEL: ...Burlington County.

ADUBATO: And there was a young woman from Rutgers University on that program as well, if I remember.

Mr. CHMIEL: Right. Exactly. Exactly. And...

ADUBATO: So--so we--New Jerseyans--we New Jerseyans or New Jerseyites?

Mr. CHMIEL: New Jerseyans.

ADUBATO: Ans. We're a different breed. And we're not New Yorkers.

Mr. CHMIEL: Exactly. And we have absolutely nothing to be ashamed of. And I think that for the longest time, there were people who were trying to prove how hip they were and how great they were as a--as New Jerseyans as it related to New York. We've got nothing to apologize for. We've got a great state. We've got a ton of stuff going on and I think the people really need to be excited about where they are. And I think there is a new sense of--of--of--of Jersey pride.

ADUBATO: Do "The Sopranos" help or hurt the image of the state?

Mr. CHMIEL: It depends who you listen to. We have friends from all over the country who call us every Sunday night at 11:00. We get calls from Kentucky, from California, from everywhere and they can't get enough of it. Now to us, perhaps there's the--obviously, whether it's--whether it's Italian American stereotypes, whether it's New Jersey stereotypes, there are people who--who are upset about it. But also they--you know what? It's television. You don't like it, turn it off.

ADUBATO: You have made a dramatic shift. You are the--one of the senior people at Senior Golf.

Mr. CHMIEL: I was the editor at Senior Golfer, right.

ADUBATO: Senior Golfer.

Mr. CHMIEL: Right.

ADUBATO: What was that? What is that?

Mr. CHMIEL: It was--it was a magazine that was--that was perhaps...

ADUBATO: Is that a was or an is?

Mr. CHMIEL: It--it was.

ADUBATO: OK.

Mr. CHMIEL: Yeah, like many other magazines. It's a magazine that i--that is a was. We were a little bit ahead of our time. I think we

were going after the baby boomers. It was--it was a fascinating time because initially we were owned by Weider Publications.

ADUBATO: Joe Weider.

Mr. CHMIEL: Joe Weider.

ADUBATO: Like bodybuilder Joe Weider?

Mr. CHMIEL: Yes.

ADUBATO: Like when I was a little kid...

Mr. CHMIEL: Ex--absolutely. Right.

ADUBATO: ...it was like, 'Look at Joe Weider.'

Mr. CHMIEL: Who was...

ADUBATO: You could tell that I read that magazine and...

Mr. CHMIEL: I--I--before the ...(unintelligible) crash or...

ADUBATO: Get this guy out of here. So Joe Weider d--has the golf magazine?

Mr. CHMIEL: But--but he's a visionary. And he was smart enough to say there--as the baby boomers are aging, we're going to evolve and they're going--they're going to not spend so much time at the gym. They're going to go out on the--on the golf course. And we were just a little bit ahead of our time, I think, before we could capture the baby boom curve and--but it was a great--it was a great thing.

ADUBATO: And you love golf.

Mr. CHMIEL: Oh, absolutely.

ADUBATO: The magazine doing anything special in connection with golf because of your background?

Mr. CHMIEL: I think--I think...

ADUBATO: Pro--heck--heck of a--a lot of great courses, right?

Mr. CHMIEL: Yeah. Exactly. I--I think that we have one of the--we have one of the greatest states for golf around. And, you know, I have to--I'll--I'll--I'll--I'll work my magic and see what we can work on for--for spring of 2004.

ADUBATO: Shift gears dramatically.

Mr. CHMIEL: OK.

ADUBATO: I happen to know from the conversations you've had with our producers that you are particularly concerned about our children and the pressures we are putting on our kids to be very involved and active in activities and the competitive nature of their lives. What do you mean by that?

Mr. CHMIEL: Well, I think that--you know, getting back to, again, using the word engage. We--we as--as a generation are so--are so wrapped up in what we do and everything is--is--takes on an importance with us, which is great, but it--but it--but we also then try to translate to our kids. You know, we have a four-year-old and a--and an eight-month-old, and we're having a blast, but we also watch parents all around us just losing their minds.

ADUBATO: Over what?

Mr. CHMIEL: Over everything from are they in the proper preschool to, you know, he--he's four years old and he's not speaking French. You know, it's just--it's just crazy. And I think we--we--we--we're shuttling kids from--from karate class to--to--to French lessons to--to tutorials for calculus at 11 years old and we never see anybody play baseball. Just--we never see any kid just run out to the field and just hang out and play. Wha--I think we have them overscheduled and--and--and we've created their--their worlds as jobs almost. And it--it--it's--it's sad in a way because we're not letting them be kids first and then--and then let them grow into it. Obviously, the pressures are greater. We want them to succeed. We want them to do as--as well to achieve the way we achieved.

ADUBATO: Could you see the magazine taking a comprehensive look at this set of issues?

Mr. CHMIEL: Oh, I--I certainly hope so. I--I...

ADUBATO: What do you mean you hope so? You're the editor. You can do what you want.

Mr. CHMIEL: Well, that's true. But we also have a demographic that--that right now with our average age of 52, you know, w--I don't think we...

ADUBATO: Whoa, whoa. Back up. What's the demographic?

Mr. CHMIEL: Our average age is 52 of our readers.

ADUBATO: Really?

Mr. CHMIEL: Yeah. With a--with a household--very high household income, so they're the movers and shakers. In some cases, they've had their kids. But I will also say that as we're also reaching a great number of baby boomers who are--who are having s--who are having kids

later in--i--in their lives as well. So I think that--I think that is something that--that--that has a certain resonance with everyone.

ADUBATO: Stay right there, David. When we come back right after this last break, we'll give you another minute or so to talk more about New Jersey Monthly. Stay with us. We'll be right back.

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ADUBATO: Dave, let me ask you this in the limited time we have left: Could you see the magazine over time stealing younger? What I mean by that is you say 52 is the average age. What happened--how would you get to 42 and is that a good thing?

Mr. CHMIEL: Well, it--it--it's--it's good and bad. I think--I think that, you know, the interesting thing about having a number like 52 is that--is that using a psychographic terms and all the other psychobabble that we use, people see themselves as 10 years younger than they actually are. So essentially we are getting to--to that 52-year-old person, or the person who sees herself as--as--as 42. I think that if we make ourselves engaging, if we make ourselves a read that people can't live without, because of the fact that we are getting to the movers and the shakers of the state right now, pretty soon it's going to--it's going to become a--a must read for everyone regardless of--regardless of age.

ADUBATO: And constant pressure to get advertisers onboard and keep them onboard. That's not your job, right?

Mr. CHMIEL: The great thing about being the editor is I just worry about making sure we have good content.

ADUBATO: Is that--there's a clear separation between the advertising and the editorial side?

Mr. CHMIEL: Yeah, absolutely. It's--you know, it--it--it's th--it's the gr--it's the best way to live for us because we're not thinking of, 'Oh, my gosh, you know, who's going to be upset about doing this?' Whatever.

ADUBATO: You never worry about that?

Mr. CHMIEL: I--I can't.

ADUBATO: So if you do an expo--not an expose. You do a feature on the governor. He doesn't like it. You don't lose sleep.

Mr. CHMIEL: No. Not if--not if we were right. Not if we--not if we--not if we were, you know, comprehensive in the way we did it and--and--and we got to exactly what the issue was. Y--as far as your--if you're the subject of a--of a feature and you don't like, do better.

ADUBATO: Well, if you did a feature on me, obviously you can only say good things.

Mr. CHMIEL: Well, that's--we'd be paid by the ...(unintelligible).

ADUBATO: I just want to make sure.

Mr. CHMIEL: Sure.

ADUBATO: David, we wish you all the best, New Jersey Monthly, bright days are ahead for the magazine.

Mr. CHMIEL: Thanks very much. I appreciate it.

ADUBATO: Appreciate it. You did a great job.

Mr. CHMIEL: Thank you.

ADUBATO: That was fun.

Mr. CHMIEL: That was great. I loved it.

ADUBATO: Went by just like that (snaps fingers).

Mr. CHMIEL: Yeah.

ADUBATO: Good job.