Pavilion lawsuit filed

Handwritten agreement ‘error’ challenged by committee of arbitration

BY ADRIANNE MURPHY
THE COAST STAR

A Bow-Mar property owner plans to challenge a controversial agreement to demolish the pavilion at the Longbranch search for the Lake Washington Golf and Country Club in Federal Way. The agreement, which is being considered for approval by the club, is set to demolish the pavilion in order to make way for a new driveway.

No dunes for Squan beaches
Council unanimously adopts committee’s rejection of a $3 million engineered dune system

BY CHRISTOPHER NELSON
THE OCEAN STAR

The Ocean City council unanimously adopted a decision to reject a $3 million engineered dune system at the community’s north end. The decision was made after a committee of experts reviewed the project and found it to be unnecessary.

READER SURVEY

The Ocean Star
FRI, MAR 27, 2015
75 CENTS

BAY HEAD | LAVALETTE | MANTOLoking | POINT PLEASANT | POINT PLEASANT BEACH

“Budget feeling Sandy’s wrath
Tax increase due to storm repayments

BY PAGE TAYLOR
THE OCEAN STAR

LAVALETTE — At the Lavallette Borough council meeting on Monday, the council adopted a spending plan that officials said was impacted by Hurricane Sandy-related expenses. Borough administrator Christopher Paffoni provided some information on the budget. The total 2015 preliminary budget is $10.3 million, which is a 2.4% increase — or agreement — because of the

Maffei ousted as admin, is still clerk
Frank Pannucci Jr. named acting administrator

BY JESSICA PANASSO
THE OCEAN STAR

POINT PLEASANT — At its meeting last Thursday, the Point Pleasant Council passed two resolutions terminating the employment of former borough administrator David Maffei, and removing him from the position. Mr. Maffei will remain in his role as borough clerk.

According to Mayor Robert Gabalski, the
In 2016, Star News Group contracted with an independent survey company to solicit feedback from our readers. Our intention was to find out how our readers feel about the newspapers we deliver to them each week. We were seeking positive and negative criticism in order to determine where we were doing well and where we need to make improvements.

We engaged ClearPicture Corporation, an independent research company based in Halifax Nova Scotia, Canada. We solicited our readers via ads in our paper and emails to our followers to take the survey anonymously. We were pleased with the number of responses we received and pleased with the detailed suggestions, comments, criticisms and praises we heard from our readers.

We did a separate survey for readers of The Coast Star and The Ocean Star. Based on the sample sizes we were able to achieve our survey results represent a valid sample of our readership with a 95% accuracy and a 5% margin of error.

Based on the survey results, we have already begun to improve our newspapers to meet the desires of our readers and to attract new readers. The survey has been a valuable tool in enabling us to truly evaluate the job we are doing on a week-to-week basis.

We are thankful for those folks who took the time to respond to the survey request and we assure you, we are listening to your suggestions. Herein you will find a number of the evaluations we received from our survey respondents by the numbers.

In addition to the statistical data, we received hundreds of individual comments from our respondents.

Thank you,

James M. Manser
Publisher
for the entire Star News Group Team
The Coast Star or The Ocean Star is the Best Overall Source for Local News and Advertising.

The Coast Star
Readers’ Responses:

85.9% AGREE

10.4% Neutral | 3.7% Disagree

The Ocean Star
Readers’ Responses:

83.1% AGREE

12.3% Neutral | 4.6% Disagree
Survey Question:
How do you prefer to access community news and advertising?

The Coast Star
Readers’ Responses:
79.6% PREFER THE PRINTED NEWSPAPER
- 11.9% ELECTRONICALLY
- 6.6% COMPUTER
- 0.3% RADIO
- 1.6% TV

The Ocean Star
Readers’ Responses:
87% PREFER THE PRINTED NEWSPAPER
- 4.6% ELECTRONICALLY
- 4.6% COMPUTER
- 0.8% RADIO
- 1.5% TV
Loyalty

Survey Question:
Of the last 4 issues of The Coast Star or The Ocean Star, how many issues did you read?

The Coast Star
Readers’ Responses:

83.7% READ ALL 4 ISSUES
7.8% READ 3 ISSUES | 5.3% READ 2 ISSUES
1.6% READ 1 ISSUE | 1.6% READ NONE

The Ocean Star
Readers’ Responses:

87.7% READ ALL 4 ISSUES
6.2% READ 3 ISSUES | 3.8% READ 2 ISSUES
1.5% READ 1 ISSUE | 0.8% READ NONE
Influence

Survey Statement:
Advertising in The Coast Star or The Ocean Star says something about the product or store being advertised.

The Coast Star
Readers’ Responses:

75.2% AGREE

23.1% Neutral  |  1.7% Disagree

The Ocean Star
Readers’ Responses:

74.2% AGREE

21.8% Neutral  |  4% Disagree
**Time Commitment**

*Survey Question:*
How much time do you spend reading or looking into each edition of The Coast Star or The Ocean Star?

### The Coast Star
**Readers’ Responses:**

- 88.8% SPEND MORE THAN 15 MIN. ON EACH ISSUE
- 16-30min. 38.7%
- 31-45min. 30.2%
- 46-60min. 15.5%
- 1-15min. 11.2%
- 60+min. 4.4%

### The Ocean Star
**Readers’ Responses:**

- 90.9% SPEND MORE THAN 15 MIN. ON EACH ISSUE
- 16-30min. 40.6%
- 31-45min. 33.6%
- 46-60min. 13.3%
- 1-15min. 9.4%
- 60+min. 3.1%
Buy Local

Survey Statement:
I buy the following products either locally or in a neighboring community.

The Coast Star
Readers’ Responses:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groceries</td>
<td>99.2%</td>
</tr>
<tr>
<td>Clothes</td>
<td>72.2%</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>74.3%</td>
</tr>
<tr>
<td>Appliances</td>
<td>77.4%</td>
</tr>
<tr>
<td>Vehicles</td>
<td>75.3%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>85.5%</td>
</tr>
<tr>
<td>Food from Restaurants</td>
<td>95.7%</td>
</tr>
</tbody>
</table>

The Ocean Star
Readers’ Responses:

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</tr>
<tr>
<td>Food from Restaurants</td>
<td>98.4%</td>
</tr>
</tbody>
</table>
Survey Question:
How many people read your copy of The Coast Star or The Ocean Star?

The Coast Star
Readers’ Responses:

1.93 AVG. READERS PER COPY

2 Readers 59.8%
1 Reader 26.5%
3 Readers 9.4%
4 Readers 2.9%
5+ Readers 1.3%

The Ocean Star
Readers’ Responses:

1.85 AVG. READERS PER COPY

2 Readers 53.8%
1 Reader 32.3%
3 Readers 12.3%
4 Readers 0%
5+ Readers 1.5%
Reliability

Survey Statement:
The Coast Star or The Ocean Star is the Best Overall Source of Local News.

The Coast Star
Readers’ Responses:

89.4% AGREE

8.4% Neutral | 2.2% Disagree

The Ocean Star
Readers’ Responses:

86.6% AGREE

6.9% Neutral | 6.9% Disagree
**Other Tidbits**

81.3% of *The Coast Star* readers get their paper at home every week via U.S. mail.

83.6% of *The Ocean Star* readers get their paper at home every week via U.S. mail.

89.9% of *The Coast Star* readers agree that their paper is a TRUSTED SOURCE OF LOCAL NEWS CONTENT.

89.6% of *The Ocean Star* readers agree that their paper is a TRUSTED SOURCE OF LOCAL NEWS CONTENT.

79.2% of *The Coast Star* readers agree that their newspaper is an ESSENTIAL and VITAL PART OF THEIR COMMUNITY.

73.7% of *The Ocean Star* readers agree that their newspaper is an ESSENTIAL and VITAL PART OF THEIR COMMUNITY.

93.9% of *The Coast Star* respondents say that they ENJOY READING IN DEPTH COVERAGE OF LOCAL ISSUES.

92.4% of *The Ocean Star* respondents say that they ENJOY READING IN DEPTH COVERAGE OF LOCAL ISSUES.