

# AlaPpressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

SEPTEMBER 2018

## Important Dates

2018 National  
Newspaper Week  
October 7-3

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Publisher Statement  
Deadline  
October 1

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2019 APA Winter  
Summit  
February 8  
Renaissance Marriott  
Montgomery, AL

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2019 APA Summer  
Convention  
June 27-29  
Perdido Beach Resort

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Online Media Campus  
[10 To Win: Top 10 Traits  
of Successful Media  
Consultants](#)  
Presenter: Kelly Wirges  
September 27

National Newspaper Week

Statement of ownership filing due for October  
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Nominations sought for 2019 APA Hall of Honor

Greensboro Watchman has new owner

Leeds Tribune and Selma Sun have new  
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Starnes Media celebrates another Inc. magazine  
recognition

Selma Times-Journal goes to five-day  
publishing schedule

Community college officials sued on open  
records violation

Newsprint tariffs reversed

ASNE, APME announce merger plan to become  
News Leaders Association



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## National Newspaper Week

JOURNALISM

MATTERS

NOW MORE THAN EVER

*National Newspaper Week · Oct. 7-13*

This year we mark the 78th anniversary of National Newspaper Week (NNW), Oct. 7-13. The annual observance celebrates and emphasizes the impact of newspapers to communities large and small all over.

Materials for NNW are available for download at [www.NationalNewspaperWeek.com](http://www.NationalNewspaperWeek.com). APA has paid for member newspapers to have access to the content at no charge.

The NNW content kit contains editorials, editorial cartoons, promotional ads and more, all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers (NAM), the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

## Statement of ownership filing due for October deadline

The publisher of each publication sending Periodicals Class Mail, including foreign publications accepted at Periodical rates, must file Form 3526 by Oct. 1 of each year at the original entry post office. If Oct. 1 falls on a Saturday, the post office would expect to receive it by close of business on Sept. 30.

The National Newspaper Association also requests that all NNA member newspapers send a copy of their statement of ownership to NNA, Lynne Lance, 900 Community Drive, Springfield, IL 62703; or e-mail them to [lynne@nna.org](mailto:lynne@nna.org).

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards

of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526x.

The required information must appear in an issue of the publication whose primary mailed distribution is produced:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

## Nominations sought for 2019 APA Hall of Honor

APA is seeking nominations for the 2019 Alabama Newspaper Hall of Honor. A nomination form can be found at <http://alabamapress.org/hall-of-honor-2018/>.

Inductees are recognized for their leadership in the newspaper industry in Alabama, their strong community service and their leadership in the Alabama Press Association. An inductee must have been deceased for more than five years.

The Alabama Newspaper Hall of Honor was established in 1959 in a resolution adopted by the board of directors at the annual meeting in Birmingham. "Alabama has had some outstanding newspaper publishers and editors whose lives and memories should be preserved," stated the resolution, which was unanimously adopted. The resolution stated the



purpose as follows:

- 1) Honor the memory of some of Alabama's most outstanding editors and publishers.
  - 2) Acquire and preserve the history of the state's newspapers.
  - 3) Encourage preparation and preservation of history of each and every Alabama newspaper.
- The first inductees were honored at the 1960 annual meeting.

The original idea was to locate the Hall of Honor in the Alabama Department of Archives and History in Montgomery. At the time, however, space was not available there, and in 1964 Auburn University offered to house the Hall of Honor in the Ralph Brown Draughon Library where it remains today.

"It is important for us to recognize the journalism that built a solid foundation for our industry and the Alabama Press Association," APA Executive Director Felicia Mason said.

The Hall of Honor induction ceremony date has not been set at this time. Invitations will be sent from the Auburn University Office of Communications and Marketing. Previous inductees are listed on the APA website at: <https://www.alabamapress.org/wp-content/uploads/2016/10/Hall-of-Honor-Recipients.pdf>

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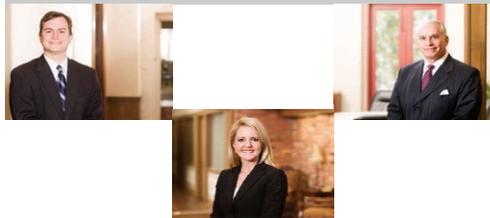
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A rule of the Supreme Court of Alabama requires the following:  
No representation is made that the quality of legal services to be performed is greater than the quality of legal services performed by other lawyers.

## Starnes Media celebrates third Inc. magazine recognition

Starnes Media, parent company of Starnes Publishing and Starnes Digital, has made Inc. magazine's list of 5000 fastest-growing private companies in America for the third year in a row. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—it's independent small businesses.

Dan Starnes founded Starnes Media in 2008 and publishes seven monthly hyper-local newspapers in



the Birmingham area. In 2016, the company added Starnes Media, a digital marketing agency.

"If your company is on the Inc. 5000, it's unparalleled recognition of your years of hard work and sacrifice," Inc. Editor in Chief James Ledbetter said. "The lines of business may come and go, or come and stay. What doesn't change is the way entrepreneurs create and accelerate the forces that shape our lives."

## Selma Times-Journal goes to five-day publishing schedule

Starting next month, The Selma Times-Journal will change its print publication days to Tuesday through Saturday, no longer printing a Sunday edition. The newspaper will print a weekend edition, containing pre-printed inserts and features, which will be delivered on Saturday.

The newspaper will also move to postal delivery rather than carriers, which will still allow for same-day

delivery.

According to Publisher Dennis Palmer, these changes are primarily driven by two factors: the rapidly rising cost of newsprint, and the increased cost of distribution through contracted news carriers.

Palmer said the after the newsprint tariffs were reversed, the cost of newsprint continues to rise. This move will help prevent increased

prices to subscribers.

One of Selma's sister newspapers, The Messenger in Troy, has also recently switched to postal delivery.

Messenger Publisher Stacy Granting said, "This will allow same-day delivery directly into our customers' mailboxes. So, whenever subscribers get their mail, they will receive that day's edition of the newspaper."

## Gulf Coast Media wins Alabama Media Excellence award from Alabama Rural Electric Association

**By The Baldwin Times Staff**

Gulf Coast Media was recently awarded the Alabama Media Excellence award from the Alabama Rural Electric Association for its continued coverage of electric cooperatives within Baldwin County.

Gulf Coast Media was nominated for the award by Baldwin EMC, which has partnered with the newspapers to provide coverage on Baldwin EMC's 80th anniversary and other important information the local community needs to know.

"Gulf Coast Media's partnership with Baldwin EMC to highlight the utility's 80th anniversary is admirable and an ideal example of the type of relationships local media should strive to have with local utilities," the award judges wrote. "This type of collaboration is rare and brings great benefit to local communities. When

organizations come together to collaborate, the community wins."

Gulf Coast Media Publisher Parks Rogers said he and his staff were humbled by the award and thankful for the continued partnership with Baldwin EMC.

"We're grateful to receive the award, but it's always been important to us to make sure we're providing necessary information about our utilities to the community," Rogers said. "Our utilities like Baldwin EMC are vital parts of our daily lives, and helping to show our readers that is something we're going to continue to do."

*Gulf Coast Media Publisher Parks Rogers accepts the Alabama Media Excellence award from Baldwin EMC's Communications and Public Relations Manager Rebecca Shobe and Alabama Rural Electric Association VP of Communications Lenore Vickery.*



## Industry

## Newsprint tariffs reversed

At a hearing on Aug. 28, 2018, the International Trade Commission (ITC) reversed the tariffs on newsprint coming to the U.S. from Canada.

The unanimous decision came after hearings and an extensive investigation to determine that Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers, do not cause material harm to the U.S.

paper industry.

Thank you to our Alabama congressional delegation, especially Sen. Doug Jones and Rep. Robert Aderholt who testified before the ITC on our behalf. Many thanks also to Rep. Bradley Byrne and Rep. Gary Palmer who signed onto the STOPP bill.

"Our collective voices were heard loud and clear," APA Executive Director Felicia Mason said.

"Personal visits to D.C, calls, letters, editorials and news stories all came together to tell the story of community newspapers"

"We are also grateful to the News Media Alliance and the National Newspaper Association for their unrelenting lobbying efforts in D.C.," Mason added. "The reversal of the newsprint tariffs will allow our newspapers to continue the important work they do every day."

## ASNE, APME announce merger plan to become News Leaders Association

At this pivotal moment for journalism and freedom of the press, two of the most significant organizations in journalism have voted to merge and become one voice for the industry.

The formation of the News Leaders Association, combining the American Society of News Editors and Associated Press Media Editors, was approved by the two groups' members during their joint News Leadership Conference in Austin.

ASNE and APME will continue to work jointly on major projects during the coming year as legal steps toward the merger are completed. NLA is expected to be in place by the 2019 News Leadership Conference that was held Sept. 9-10 in New Orleans. In this extraordinary time of upheaval across the news industry, as well as forces outside it, leaders and members of ASNE and APME believe that now is the time for journalism leaders to come together to make great impact. "These are challenging times for our business and our country," said Nancy Barnes, incoming president of ASNE for 2018-19. "We believe joining our two organizations will only strengthen our ability, as journalism leaders, to stand up for the principles we hold dear."

"Editors' jobs have never been more challenging, and we believe that our groups are stronger together as we work to be a valuable resource for leaders at news organizations of all sizes," said

APME President Angie Muhs.

The mission statement of NLA reads: "The News Leaders Association is committed to leading, nurturing and serving journalism and democracy."



"There's never been a more important time to create an organization vigorously committed to defending and explaining the values of an independent press in a democratic society," said outgoing APME President Jim Simon. "NLA is also committed to reimagining our work so that it's relevant to a broader range of leaders from a variety of backgrounds and to the needs of a rapidly changing journalism landscape."

After years of working closely together to further the cause of journalism, both organizations are excited to become one while also honoring the long histories of both ASNE and APME.

"We have gotten to this point with the drive and determination to create an organization that keeps advancing the core causes that al-

low journalism to have a vital impact on society and democracy," said outgoing ASNE President Alfredo Carbajal. "Those include defending the First Amendment, pushing for greater diversity and inclusiveness in news stories and newsrooms and developing newer generations of news leaders."

NLA encourages all journalists, from across disciplines and platforms, to join in this cause. The organizations are stronger together, and now is the time to step up and become a member of something that matters. To become a member, simply visit [asne.org](http://asne.org) or [apme.com](http://apme.com).

Both ASNE and APME will continue to exist in 2018-19, working together closely on our top journalistic priorities, details of the merger and the 2019 conference planning. Join either organization now and automatically become a member of NLA when the merger is final.

Both organizations are a part of merged committees that include Conference, Diversity, First Amendment, Leadership and Media Literacy. Become a member of ASNE or APME and immediately make an impact by contributing to committee work.

As opposing voices get louder, leaders in the industry need to step up and join in the fight for democracy. Leaders of both organizations are available for interviews by contacting ASNE Executive Director Teri Hayt at [thaty@asne.org](mailto:thaty@asne.org) or APME Executive Director Paula Froke at [pfroke@ap.org](mailto:pfroke@ap.org).

## Industry

## Are either of DJI's new drones right for journalism?

By Judd Slivka, Reynolds Journalism Institute

DJI leads the market in consumer and prosumer drone sales, so when they release a product, it makes a splash. The company released two new versions of the Mavic Pro recently, and there's been a lot of buzz about both of them. But is it worth it for a news outlet to invest in?

The models have very different capabilities: The Mavic Pro 2 has gotten the most buzz, with a significantly larger one-inch CMOS sensor and a camera built by legendary camera company Hasselblad. It also has adjustable aperture, which the current Mavic Pro lacks, can shoot 10-bit HDR video and 10-bit Dlog-M footage. It's a portable cinematic drone that has the same sensor as the Phantom 4 Pro, which is the workhorse of the drone journalism industry. That means it will have cleaner low-light shooting than the previous Mavic.

The other drone introduced today, the Mavic Zoom, has a true optical zoom capability, allowing the focal length to change from 24 mm to 48 mm. It also has a built-in dolly zoom capability to use the adjustable focal length to create a smooth cinematic shot. It carries the same sensor as the current Mavic Pro, a 1/2.3" CMOS sensor, so the low-light and evening

shooting performance will still require a pretty significant ISO push, resulting in a lot of grain.

So, if you're a TV station or a newspaper, are either of these right for you?

The Mavic's form factor will remain basically the same: small in size, with collapsible wings and an efficient battery that will give you about 20 minutes of solid flight time.



Either new drone will be the right size for a camera bag and will be able to deploy more quickly than a Phantom or an Inspire. The downside of that form factor is that it will still be susceptible to winds. And since it's still in DJI's consumer drone line, it still has GPS positioning mode only, meaning that it will be more susceptible to interference than a Phantom or Inspire that can fly in Attitude mode. Both Mavics still have a roll-

ing shutter, meaning that you'll likely have to use filters to control light into the lens, rather than the mechanical shutter found on the company's higher-end drones.

The Mavic Pro 2 is a portable cinema drone, essentially the DJI Inspire's baby cousin, but with less stability and speed. It can only shoot 4K video up to 30 frames per second, so no ultra-HD slow motion that requires 4K/60 fps, unlike the higher end DJI drones.

But the Mavic Zoom seems to be a different story. The biggest complaint I've heard from news outlets that have the budget for one drone is that the 24 mm lens on the Mavic — and the Phantom and the base model of the Inspire — can only shoot wide, sweeping shots. Being able to double the focal length and get closer to a shot seems much more in line with the daily journalism use case.

The Mavic Pro 2 is selling for \$1,449. The Mavic Zoom is selling for \$1,249. It's a marginal price difference, but I can't see why you'd spend the extra \$200 if you're doing daily journalism.

*Judd Slivka is RJI's first director of aerial journalism. He is also an assistant professor of convergence journalism at the Missouri School of Journalism.*

## Community college officials sued on open records violation

Ten members of the Beville State Community College (BSCC)-Hamilton Campus Legislative Advisory Task Force for Education from both Marion and Franklin counties have



filed a civil suit in Marion County Circuit Court, seeking the ordered release of public records concerning BSCC.

The lawsuit, which was filed Aug. 29, 2018, names BSCC President Dr. Kim Ennis and Alabama Community College System (ACCS) Chancellor Jimmy Baker as the defendants.

The task force is pointing to the Alabama Open Records Act (Alabama Code 36-12-40), which states that every citizen has a right to in-

spect and take a copy of any public writing of this state.

At issue are records the officials used in deciding to move certain workforce development programs from the Hamilton campus to the Jasper campus. This includes records relating to any federal funding of the programs and a copy of a study done to determine if the programs should be moved.

The defendants have 30 days to respond.

People

**Phil Hensley** is the new circulation director at the Opelika-Auburn News. He is a native of Morristown, Tenn., and has worked at the Johnson City Press since 1981.

Hensley is a graduate of Milligan College in Johnson City, where he earned a bachelor's degree in business administration.

**Josh Frye** has joined the staff at The Brewton Standard as a reporter. He is a graduate of Escambia County High School and studied at Faulkner State Community College and the University of West Florida.

Frye has worked in radio for five years covering sports, news and history. He will cover sports for the newspaper as well as news and features for Brewton: The Magazine.

**Chelsea Dean** is a new reporter

and writer at The Moulton Advertiser. She is pursuing a degree in professional writing and a minor in mass communications from the University of North Alabama. Dean recently completed an internship with 256 Magazine in Huntsville.

**Brad Nevels** has joined the staff of the Jackson County Sentinel as a staff writer. He is a 2014 graduate of North Jackson High School and a recent graduate of Jacksonville State University.

**Lauren Cagle** has joined Greenville Newspapers as a classified marketing consultant. She is a graduate of Gadsden State Community College.

Cagle recently moved to Greenville with her husband, Joe, who is the managing editor of the newspa-

per. The couple has twin boys, John and Parker.

**Bobby Rice** is the new advertising director at The Tuscaloosa News. He worked most recently at WKRG-TV in Pensacola.

Rice is a graduate of Troy University and began his newspaper career in 1998 as the director of digital and print for the Montgomery Advertiser. He later worked at the Dallas Morning News and the Pensacola News Journal.

**Amy Passaretti** is the new editor at Lake Martin Living magazine. Originally from New Jersey, Amy joined Tallapoosa Publishers, Inc. a year and a half ago as assistant editor at Lake Martin Living, Lake and Elmore County Living.

Leeds Tribune and Selma Sun have new ownership

Kingfisher Media, LLC has purchased The Leeds Tribune and The Selma Sun. Publisher Cindy Fisher is a Tuscaloosa native with 20 years of newspaper experience. She has worked as a reporter at the Birmingham Post-Herald, the Waterbury (CT) Republican-American, Daytona Beach-News Journal, and as editor of the Birmingham Business Journal for nearly a decade. She is also founder of Kingfisher Media, a multimedia publishing firm that offers innovative revenue solutions to community newspapers by diversifying advertising options and clientele.

The papers will have a social media presence and websites that

will share breaking news, photos and coverage of the Leeds and Selma communities.

Working with Fisher are her parents, Brad and Debrah Fisher. Brad Fisher is a former journalist with The Tuscaloosa News and has worked in public relations for a number of years.

In announcing the purchase of the papers, Fisher said, "As a single mom, I wasn't sure that my dream of owning a newspaper would be possible. But over the last year, I decided to listen to that still, small voice that encouraged me to follow my dream into community journalism and do what I love."

Greensboro Watchman has new owner

John Allan Clark has purchased The Greensboro Watchman from Rebecca Johnson. Johnson's family acquired the newspaper in 1968 from N. H. "Hamner" Cobb. The newspaper was established in 1876.

Johnson took over the paper after the death of her aunt, Willie Jean

Arrington, in 2012. Arrington had worked at The Watchman for many years, including as a teenager, with her brother, Ed Lowry, who was the publisher until his death in 1999.

Clark, a native of Marion, worked at The Watchman from 2012 to 2015. He also published the Perry County Herald from 2005 to 2011.

Help Wanted

Managing Editor-Alexander City, AL

Nationally recognized, progressive newspaper that has successfully blended print and social media, the Alexander City (Ala.) Outlook wants you. We are strong and growing, producing quality local journalism, compelling design and exceptional sports coverage for a dynamic area.

Our properties include 5 community newspapers located around Lake Martin in east central Alabama; The Alexander City Outlook, a five-day daily; a twice weekly; and four weeklies, The Wetumpka Herald, the Tallassee Tribune, The Eclectic Observer and The Dadeville Record and associated websites. The successful candidate will help us move the organization forward with strong leadership skills, have a vision of our continued integration of print and social media, be able to identify and develop talent and be willing to become immersed in our communities. The ability to write, edit and contribute to the daily product when needed is essential. Pagination skills are helpful but not required.

Pay commensurate with experience, excellent benefits package and opportunity to advance based on performance. E-mail resume to [steve.baker@alexcity-outlook.com](mailto:steve.baker@alexcity-outlook.com).

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[jaclyn@alabamapress.org](mailto:jaclyn@alabamapress.org)

## Summer internship comes to a close

**By Sarah Graham/ The Clanton Advertiser**

Looking back on my internship with The Clanton Advertiser, I was able to see just how much I was able to do. The experience I have received has surpassed my expectations in what I thought I would be allowed to do during an internship position.

I originally thought that I would be shadowing someone and be offered selected opportunities. This however was not the case. I have been treated like an employee since day one.

There were several different events I was able to be a part of and cover. I attended official meetings, helped provide coverage of the annual Peach Festival, covered several library activities, was able to interview quite a few people and had several other stories and pictures published. Seeing how much I was able to get published as an intern was the coolest part to me.

The Clanton Advertiser tremendously helped prepare me by providing me with a firsthand work environment. There was no “fetching coffee.” They kept me busy and I am glad they did!

I definitely feel more prepared for the workforce after graduation, as I was able to see firsthand how things work. I feel I have learned so much through being an intern.

My supervisor, Joyanna Love, has been incredible in teaching me anything she could think of that was relevant, along with answering any questions I had. She would proofread all my articles before submission and is the senior staff writer. She was great at finding things for me to do and stories for me to cover, but also allowed me to find my own as well, if they were not already taken.



*Sarah Graham pictured with copies of The Clanton Advertiser she helped put to press during her time at TCA this summer.*

The other writers on staff were great to work with, too, and I was able

to go out into the field with each of them at least once as well.

Towards the end of my internship, I was able to tour the press and see how the printing of the newspapers actually works and what all goes into it.

During my final week, I visited the Shelby County Reporter for the day to tour their design department. It was really neat to observe how graphics are done in a work environment. I was able to look through the style book, which displays how everything is to be laid out and the measurements of different things.

The graphic designer there let me observe him working on layout for upcoming magazines he was working on and was great to answer any questions I had. He also handed me some previously published magazines and let me see what the finished product looks like. I was able to learn some things I did not know and about his own personal experience.

I really enjoyed being able to do this right before heading back to school for my final year, as it gave me a better idea of what to expect in the future.

*Sarah Graham is a senior at the University of West Alabama. This summer internship is provided by the newspapers and the APA Journalism Foundation.*



# Time is money.

Start Now.

SAVE YOUR STAFF TIME & ENERGY DURING THE 2019 BETTER NEWSPAPER CONTEST CALL FOR ENTRIES. SET ASIDE PHYSICAL AND DIGITAL COPIES OF YOUR BEST OF THE BEST 2018 WORK, THROUGHOUT THE YEAR.

REMEMBER: Calls for judging will begin in December. We are partnered with Illinois Press Association for the 2019 contest.

## When it comes to sales, even technology has its limits



by Brad English  
APA

A candidate running for state senate recent told a funny story about a farmer who was having problems keeping crows out of his corn field. He came up with a plan to trap the crows using a large net. The plan worked to perfection.

And the angry farmer, determined to rid himself of his crow problem forever, began systematically cutting the heads off the captured birds. He comes to the center of the net and finds a stork. The stork screams, "Please don't kill me! I'm a stork!" The farmer replies, "Be careful who you hang around."

Now we can go in a lot of directions with this story. I probably would have saved the stork. (He was a talking stork, after all.) But I think there are a couple of points we can draw from this: Image and impressions are important. And the environment you choose to place yourself—and for the purposes of this column—your message, is more critical today than ever.

Social media is the new buzz term. Well, maybe not so new. Darrell Berry, a self-described photographer/writer/social media researcher & strategist/hacker might be the first person to use the term "social media". Darrell says he began using the term sometime in late 1994 as he was developing an online media environment called Matisse while living in Tokyo. Of course, others associated with AOL (remember that one?) are quick to claim the credit for the annoying phrase.

Regardless of who coined the phrase, we find ourselves dis-

cussing the merits of digital advertising vs. the effectiveness of newspaper advertising quite a bit these days. I was in Montgomery meeting with a group on that very topic last week. I had to admit, this ability to target a message through social media with pinpoint accuracy is quite impressive. Just last night, my daughter and I were discussing college options when she received an ad on her cell phone for the University of West Florida. She and her mom were looking at the web site as I left to take the garbage to the street. I reached in the mailbox to find – you guessed it – a mail piece from the University of West Florida. They had bought a list from the fine folks who administer the ACT, narrowed it down to certain scores and GPAs, and matched those up with corresponding IP addresses.

Impressive to be sure, but social media lends itself to an environment that can easily turn hostile. Maybe it's people attacking a Facebook ad or post, or perhaps the digital ad ends up on a less than desirable site. With digital advertising, many times the focus is on a large number of impressions for a relatively small amount of money. Problem is, just like anything else, you get what you pay for.

Again, image is everything. At APA, we take considerable pride in being an established, proven media company. Our ad service, founded in 1951, goes to great lengths to protect our clients' image and reputation. Fortunately for us, it's easier than our social media counterparts. Our newspapers are exactly where someone who cares about their brand or campaign should be. We are premium content, and our readers are the most desirable demographic one could possibly wish to attract. Whether it's a volun-

teer or a vote, candidates look for people politically engaged. People most likely to vote or care enough to go to the polls. Those people read our newspapers. And if you are a business owner searching for new customers, you've come to the right place. Studies show that readership among those with the highest level of disposable income remains strong.

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*Our newspapers are exactly where someone who cares about their brand or campaign should be. We are premium content, and our readers are the most desirable demographic one could possibly wish to attract.*

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But having the ability to completely control your message certainly has its advantages. Newspaper ads are permanent, shareable, hack-proof and soundproof. You don't have to worry some crazy blogger living in his parent's basement high-jacking or distorting your message. No "page-monitoring" necessary. You control the narrative and the tone. And you're not surrounded by a bunch of "crows."

In today's environment, it's more important than ever to be mindful of the company you keep and the space in which your advertising message inhabits. Newspaper advertising, whether in print or online, continues to remain your best option of keeping your brand safe and successful, and out of the media cornfield.

## Into the Issues



by Al Cross

Small, rural newspapers can win open-records battles with state agencies and beat larger news outlets at covering big stories in their communities, says a journalist who spent most of his career at a metropolitan daily but has returned to the business of publishing a rural weekly.

Les Zaitz, publisher of the Malheur Enterprise in eastern Oregon, made those and other points as he spoke to the annual conference of the International Society of Weekly Newspaper Editors in Portland, Oregon, on July 12.

Between his ISWNE presentations, Zaitz accepted the 2018 Tom and Pat Gish Award for courage, integrity and tenacity in rural journalism from the Institute for Rural Journalism and Community Issues.

Zaitz talked about how the Enterprise pursued the story of a former state hospital patient's involvement in two murders and an assault in Malheur County shortly after his release. The newspaper discovered that the defendant had been released after convincing state officials he had faked mental illness for 20 years to avoid prison, and after mental-health experts warned he was a danger.

The state Psychiatric Security Review Board sued Zaitz and the Enterprise to avoid complying with an order to turn over exhibits that the board had considered before authorizing the man's release. Zaitz started a GoFundMe effort to pay legal fees, but then Gov. Kate Brown took the rare step of interceding in the case, ordering the lawsuit dropped and the records produced.

He said lessons from the episode include: "Even if you're

small, don't back down from a fight like this...Success in a fight like this depends a great deal on your institutional credibility; they knew that once I sank my teeth into their ankles I wouldn't let go, because of their experience in prior instances" [when he was a reporter at The Oregonian in Portland.]

Probably the most important lesson, Zaitz said, is to "bring your community along as the fight heats up. Let them know that we're not doing it for journalistic prizes...tell the reader, we're doing this for you; this is information you deserve." He said the news media have done "a terrible job as a profession of bringing our community along and explaining the profession," but people are still thanking him for taking on the state.

"This fight, and the success and the purpose of it, to me, was in the pursuit of the finest ideals of the profession, the pursuit of truth and justice," he said. "We have to always never, never relent in the face of opposition from government. If we don't stand up to the government, who will?"

Zaitz said the board's new executive director is moving to again restrict access to such records, so "I don't know what kind of brawl I've got ahead."

He also didn't know what he was in for when armed militants seized the office of the Malheur National Wildlife Refuge on a Christmas-week Saturday, when it was unoccupied, to protest the convictions of two ranchers for arson on federal land. (President Trump pardoned them two days before Zaitz's presentations.)

"I was on a glide path toward retirement at The Oregonian and the last thing I needed was another major assignment," Zaitz said, but he lived in the area and was the natural point man.

The standoff lasted 41 days, and Zaitz led the coverage of it, but he said the experience has lessons for smaller newspapers like Harney County's weekly Burns

Times-Herald, the paper closest to the refuge, which "decided to stay out of the coverage for the most part," though Burns was "overwhelmed" by the influx of militia types, news media and law enforcement.

"Your access is one of your primary advantages" in covering a big story, Zaitz said. "You're known in your local communities; you are presumably trusted...Even in the face of a major news event, where you are being swamped by out-of-towners, that is an asset you cannot overlook."

To stay on top of the story, you must report it when news happens, Zaitz said: "You have to own the audience...online, driving information out. We reacted to rumors; we would go online and knock those rumors down. It just makes you indispensable to your audience."

Think ahead, he advised: "Plan for a major news event...It will pay huge dividends." Ask questions such as, "What's your battery supply? Where do you get water for your reporters in the field when the water is contaminated?"

Turning such challenges into opportunities is essential for local news media, Zaitz told the weekly editors, meeting at Lewis & Clark College: "In the current environment, what we do has become so important that our societies are turning to local news as, frankly, the only news that they can trust. That's a major, major issue in this day and age. They know you, they know your organizations, so you need to help build that trust, and build on that trust, to give...some refuge from the storm of fake news. People are feeling whiplashed; they are feeling misled."

Zaitz said his experience as publisher of the Enterprise, where circulation has doubled to 1,500 since his family bought it in 2015 to keep it from closing, has affirmed his core beliefs.

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“(My core beliefs (are) that readers wanted nothing more than solid, local information” about how their tax dollars are being used. He said he

told a reporter not to spend three hours at a school-board meeting, but spend that much time finding out why the local high school’s graduation rate is declining.

“I don’t care if you’re small, you can still be good, and you can still be effective,” he said.

“We can make a difference and turn this around if we all collectively step up our game.”

*Al Cross is director of the University of Kentucky’s Institute for Rural Journalism and Community Issues, which publishes The Rural Blog at <http://irjci.blogspot.com>.*

## “Showing” beats “telling” every time



*Ad-libs  
by John Foust*

On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through “normal” vision, and the other photos showed how that scene would be viewed by people with various eye conditions, like glaucoma, macular degeneration and cataracts.

It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we’ll find some important lessons about communication. In the sales profession, “showing” beats “telling” every time. Here are some key points:

### 1. Use strong visual images.

There is a famous Chinese proverb that states, “One time seeing is worth a thousand times hearing.” Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you’re going to show something, make it worth seeing. Kirk,

a long-time sales person, once told me, “I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad.

to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

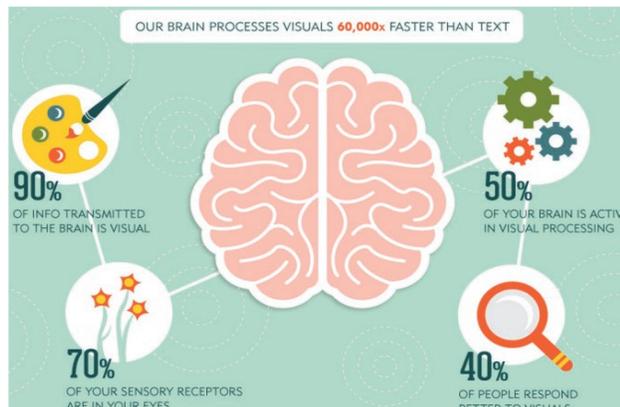
“I’m careful about what I show to people in meetings,” Kirk said. “Using too many examples can create brain freeze. It’s a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

“I learned a lesson early in my career, when I presented a marketing manager with a selection of four completely different ad ideas,” he explained. “The presentation was a disaster, because there were too many choices. The manager couldn’t decide, so he called several other people into the room. No one could agree

on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision.”

The bottom line: When it comes to persuasive communication, think of ways to show what you’re saying.

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**2. When possible, use comparisons.** When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

**3. Keep it simple.** It’s important to make it easy for prospects

## Defending journalism: Taking a stand



by Anthony  
Cook

In recent years, there have been a number cases of police being accused of excessive force, police brutality and unnecessary shootings of unarmed men — particularly men of color.

The accusations have led to a backlash against those charges in the form of public support for police officers as they strongly defend themselves, pointing out that while there are such issues, they are isolated and few.

In similar fashion, the media has come under attack in recent years as being “the worst people” and “liars” and “fake news” and “the enemy of the people.”

There might be a handful of isolated instances around the country where media reports have been inaccurate. But the standard policy for news media is to correct any and all known errors of fact. The more likely weak spot for journalists is over-reporting of the current president’s failings and the under-reporting of his accomplishments.

Regardless, we are not the “enemy of the people” as he’s fond of calling us, but his attacks represent a danger to the people’s ability to be informed.

That’s why The Anniston Star’s Editorial Board this week joined more than 300 other newspapers around the country in a unified defense of journalism, the Fourth Estate established by the nation’s founders to serve as watchdogs over those in political power.

The Boston Globe initiated the effort, but no one told us what to say or how to say it. The Globe only offered an invitation to take a stand. Here’s an excerpt from our

editorial, which was published on Thursday (Aug. 16, 2018): “An America without a vibrant press is an America susceptible to political corruption, to government run amok, to an America where leaders answer to only the rich and powerful. University researchers have found a direct correlation recently between the loss of local journalism and a deterioration of city finances. ... A free press is a bulwark against ethics-free politicians who care more about themselves than the citizens who elected them.”

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The value of journalism has been diminished in the eyes of too many Americans, even while we consume information in record amounts almost daily. What’s not appreciated is that journalists hold themselves to

high ethical standards and pursue the truth with dogged vigor. Politicians might not like it, but that’s our job, and we do it with our readers in mind.

Defending journalism is not just about the president. Closer to home, a Talladega councilman last week publicly scolded a Daily Home reporter during a council meeting to “report the truth” and “get it right,” in criticizing coverage of a previous meeting.

Like most newspapers, The Daily Home corrects any errors of fact when made aware of them. The councilman, however, never mentioned any specific points of fact that were reported inaccurately and, in the two months since the meeting in question, has not called for any corrections. In fact, an archived Facebook Live video of the meeting showed that The Daily Home’s report was a fair and accurate account of the meeting.

The reporter — in keeping with his journalistic integrity to report the story, not become the story — never responded to the councilman. But The Daily Home’s Editorial Board did.

“In questioning The Daily Home’s credibility, (the councilman) has taken on the approach of politicians who see value in attacking the messenger to divert attention away from scandal-ridden administrations and poor leadership.”

Real journalists are open to legitimate criticism, but unwarranted attacks on journalism’s value and integrity have led to a greater and greater distrust of the media, which is why it is even more important to defend newspapers’ mission to keep the public informed, especially at the local level.

As several of this week’s editorials from around the country noted: We’re not the enemy of the people. We’re the eyes and ears of the people.

# In Alabama, football divides us.

But we all agree on one thing: We love our local newspapers.

This year nearly 190,000 screaming football fans will fill Bryant-Denny and Jordan-Hare stadiums for every home game. That's a lot of people! But you can pack both stadiums all season long and the total will still be less than the nearly 3 million adults who read Alabama's daily, weekly and monthly newspapers and their magazines each week.



If you're reading an Alabama newspaper, you're already on a winning team. And if you're an Alabama business, remember that you'll score big advertising in our state's newspapers.

Contact APA for a variety of options to advertise regionally or statewide.  
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