

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MARCH 2020

Important Dates

APA Media Awards

Deadlines:

Editorial: CLOSED

Advertising:

Monday, March 16, 2020

Magazine:

Monday, March 23, 2020

**America's Newspapers
Webinars**

[Advanced InDesign](#)

March 13, 11 a.m.

[Getting People to Pick-up](#)

[Your Paper](#)

March 26, 11 a.m.

Presenter: Kevin Slimp

**See Mingling with Media
Schedule on back page**

Sunshine Week 2020

March 15-21

**2020 Summer Conference
Perdido Beach Resort**

Thursday-Saturday,
June 25-27, 2020

2020 Hall of Honor Inductees
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APA elects new officers and board
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Sunshine Week

2020 APA Media Summit recap

Rejection of massive postage increase

Southern Circulation Manager's
Association to meet in April

Lamar Leader has new owner

Consolidated Publishing moves to
three-day print cycle

Mingling with Media Events



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Alabama Media Group
Dee Ann Campbell, 2nd Vice President
The Choctaw Sun-Advocate
Denise DuBois, The Citizen of East Alabama
Tricia Clinton-Dunne
The Fort Payne Times-Journal
James Phillips, Daily Mountain Eagle
Parks Rogers, Gulf Coast Newspapers
Teresa Woodruff, The Moulton Advertiser
Robert Jackson, Consolidated Publishing
Michael James, The Tuscaloosa News
Glenda Curl, The Wilcox Progressive Era
Dan Starnes, Starnes Publishing
Caroline Quattlebaum, The Southeast Sun
Johnny Adams, Union Springs Herald
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2020 Hall of Honor Inductees Announced

Ed Fowler and Marcia Sears, both icons in Alabama community journalism, will be inducted into the Alabama Newspaper Hall of Honor during ceremonies at Auburn University on Saturday, April 4, 2020.

Ed Fowler passed away March 9, 2014. He was 67. He was retired from Consolidated Publishing Co., where he had worked since 1992.

He began his career as a proofreader at the Athens (Ga.) Daily News while in school at the University of Georgia. He later moved to the newsroom as a reporter and copy editor.

He joined Boone Newspapers in 1974, and worked in newspapers in North Carolina and South Carolina before going to The Tuscaloosa News as managing editor. Fowler was later named general manager and then editor and associate publisher during his tenure there.

In 1986, he moved to the Montgomery Advertiser as managing editor and worked there until he joined Consolidated Publishing in 1992, where he remained until his retirement.

With Consolidated, Fowler was the publisher and editor of The Daily Home in Talladega, and later the vice president of operations for The Anniston Star and all of the Consolidated publications. He also oversaw the construction of Consolidated facilities in Anniston and Talladega.

Fowler was president of the Alabama Press Association in 2001, and the APA Journalism Foundation in 1998. He served as chairman of the APA Better Newspaper Contest for many years and also served on the Legislative Committee.

Fowler was a board member of the Calhoun County Foundation and a Vestry member and secretary/treasurer of The Church of St. Michael and All Angels in Anniston.

He was awarded the APA Lifetime Achievement Award in 2011. In his nomination of Fowler for that award, Consolidated President Phil Sanguinetti said, "Ed is one of the few people who

can chase a news story, write an editorial, sell an ad, run a press, and do them all well."

Marcia Sears, former owner of the Shelby County Reporter, was the first woman to lead the Alabama Press Association, serving as president in 1981.

She was born in Lincoln, Neb. in 1927, and graduated from the University of Nebraska in 1948. After graduation, she married Ralph Westgate Sears and moved to Montevallo. He began a career teaching radio and speech at the University of Montevallo, while she

worked as a teacher and social worker for the State of Alabama. Marcia was also a Spanish instructor at the University of Montevallo.

The Sears purchased the Shelby County Reporter in 1967. They also co-owned the Childersburg Star, the Coosa Press and WBYE Radio in Calera. They sold these news operations in 1984.

In addition to running these news organizations, Marcia served as "First Lady of Montevallo" during Ralph's six terms as mayor. She was active in the development of city parks and other municipal improvements.

Sears worked with the Birmingham Children's Aid Society, Cahaba Council of the Girl Scouts of America, the Montevallo Evening Garden Club and the American Association of University Women.

In 2003, Sears received the Lifetime Achievement Award from the Alabama Press Association.

In his nomination, David Moore, publisher of Good Life Magazine in Arab, said, "Marcia Sears was the consummate news editor, demanding professionalism of herself and those working for her. She had her finger – if not her fist – on the pulse of life, times and events, politics and shenanigans of Shelby County."

The Hall of Honor ceremony will be held at Auburn's Ralph Brown Draughon Library on April 4, 2020. Registration begins at 10:15 a.m. and the program will begin at 11 a.m. Invitations will be mailed to all APA members by the University Relations Department at Auburn University.



Marcia Sears



Ed Fowler

APA elects new officers and board members

Terry Connor, editor of The Dothan Eagle, has been elected president of the Alabama Press Association. Connor succeeds Horace Moore who became chairman of the board.

Connor was raised in Montgomery and is a graduate of Auburn University. He began his newspaper career at The Enterprise Ledger as the sports editor in 1982. In 1987, he became editor of The Dothan Eagle, a position he held for 10 years.

From 1997 to 2010, Connor held the position of publisher at newspapers in Florida, Georgia, Mississippi, Texas, Oklahoma and Kansas. In 2014, he returned home to Alabama to The Cullman Times, The News Courier in Athens, North Jefferson News in Gardendale and the St. Clair News-Aegis on Pell City. He returned to Dothan in 2019.

K. A. Turner, senior editor for Alabama Media Group, was elected first vice president of APA. Dee Ann Campbell, publisher and editor of The Choctaw Sun-Advocate in Gilbertown was elected second vice president.

New board members elected were: Caroline Quattlebaum, co-publisher of The Southeast Sun in Enterprise; Johnny Adams, editor of the Union Springs Herald; Steve Baker, publisher of The Outlook

in Alexander City; and Robert Bozeman, publisher of The Evergreen Courant.

Members elected for a second two-year term are: Robert Jackson, executive vice president of Consolidated Publishing; Denise DuBois, publisher of The Citizen of East Alabama in Phenix City; and James Phillips, publisher of The Daily Mountain Eagle in Jasper.

Members remaining on the board are Teresa Woodruff, general manager of The Moulton Advertiser; Parks Rogers, publisher of Gulf Coast Newspapers; Tricia Clinton-Dunne, publisher of The Fort Payne Times-Journal; Michael James, executive editor of The Tuscaloosa News; Glenda Curl, publisher of The Wilcox Progressive Era in Camden; and Dan Starnes, publisher of Starnes Publishing.

The APA Journalism Foundation elected Bro Krift, executive editor of the Montgomery Advertiser, as president. Krift succeeds Anthony Cook, executive editor of The Anniston Star, who became chairman of the board.

Krift is a graduate of Davidson College in Davidson, N.C., and began his newspaper career as a sports reporter and designer at Gannett's St. George (Utah) Spectrum.

He came to Alabama in 2016 from Corpus Christi, Texas, where he served

six years as managing editor of the Caller-Times.

In addition to his current duties in Montgomery, he is also the state editor for the deep South, with newsrooms and staffs at Gannett's Louisiana properties.

Stacy Graning, publisher of The Messenger in Troy, was elected vice president of the APA Journalism Foundation.

New Foundation board members elected were: Ethan Van Sice, editor of The Wilcox Progressive Era in Camden; Tim Altork, editor and publisher of The Randolph Leader in Roanoke; Santana Wood, managing editor of The Outlook in Alexander City; and Estelle Whitehead, editor of the Colbert County Reporter in Tuscumbia.

Foundation board members remaining on the board are: Gary Maitland, editor of the TimesDaily in Florence; Troy Turner, editor of the Opelika-Auburn News; Barnett Wright, editor of The Birmingham Times; Jeff Martin, publisher of The Montgomery Independent; and Kendra Majors, publisher of The Andalusia Star-News; Adam Prestridge, publisher of The Greenville Advocate; Kimberly Patterson, publisher of The Sand Mountain Reporter in Albertville; and Ty West, editor-in-chief of the Birmingham Business Journal.


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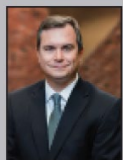

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A rule of the Supreme Court of Alabama requires the following:
No representation is made that the quality of legal services to be performed
is greater than the quality of legal services performed by other lawyers.

Industry

Sunshine Week: March 15-21

Please join newspapers across the United States in celebrating Sunshine Week – March 15-21.

Sunshine Week is sponsored each year by the American Society of News Editors and Reporters Committee for Freedom of the Press. Below is information you can use in your publications to help build awareness to the importance of open records and open meetings.

APA is working with other groups in Alabama to push for a rewrite of our open records law. We hope you will assist us in helping promote the need to improve our law and to help us find examples of where

our current law has failed your readers. Visit <http://sunshineweek.org> to find:

- Special reporting package (free stories, photos and a graphic you can publish)
- Opinion columns
- Editorial cartoons
- Sunshine Week Logos and Icons

Also, our counterparts in Pennsylvania have created a print and digital ad campaign for Sunshine Week, and are making it available to APA members at no charge.

Visit <https://panewsmedia.org/sunshine-week-2020-ad-campaign/>. You will be asked to complete a form for tracking purposes, but the information is available at no cost to you.



2020 APA Media Summit recap

With a new and expanded look for the APA Media Summit, the evaluations revealed delegates liked the fast-paced, shorter program format. A total of 10 programs were available throughout the day on Friday. A stand-alone advertising sales training program was available the day before.

In addition to the education programming, the luncheon speaker, Jennifer Chandler Stevenson, gave an inspirational talk about her success as an Olympic diver. She showed the audience her Olympic gold medal as a testament to her Gold Medal Advice:

1. Set goals
2. Hard work
3. Sacrifice
4. Do not be afraid to fail or make mistakes
5. Self-discipline
6. Dedication
7. Determination
8. Desire
9. Visualization
10. Perseverance

The programs for making videos, engaging readers through social media, monetizing editorial content and preparing for an active shooter event all got high marks. The informal sit-down with Rick Bragg stole the show, even though his was in the final time slot of the day.

Congratulations to Auburn University students Corey Blackmon and Caleb Jones who each took home a \$50 cash prize for contributing to the best idea segment of the Summit.

Here are some suggestions we heard for future programs: ADA website requirements, taking magazines digital, and "let the students do a program." Please contact the APA office with any program ideas you have for future conventions.



APA Past Presidents enjoyed food and fellowship during the 2020 APA Media Summit. This group also serves as the Nominating Committee for officer and director positions on the APA board. Standing from left to right: Steve Stewart, Cy Wood, Joe Thomas, Alan Davis, Luke Slaton, Jim Cox, Kenneth Boone, and Ben Shurett. Seated left to right: Linda Breedlove, Mike Breedlove and Bo Bolton.



K.A. Turner and Cindy Fisher visit with students during the Meet the Publisher session.

Old friends Ben Shurett, Regina Wright, Bill Keller and Tom Wright – catching up.

Industry

Rejection of massive postage increase; it is time to call on Congress to fix the postal service with public funding

National Newspaper Association has urged the Postal Regulatory Commission to abandon its proposal for postage increases for small newspapers that could add nearly 50% to distribution costs over the next five years. Instead, NNA said, the PRC should decline to put the entire burden on fixing the U.S. Postal Service on mailers and instead must urge Congress to explore public funding for USPS.

NNA's comments were filed with the PRC as part of an ongoing review of the system for setting postage rates. Since 2006, after passage of the NNA-supported Postal Accountability and Enhancement Act (PAEA), annual postage increases have been capped by an inflation index.

The PRC found last year that the revenue produced by the inflation-based system is insufficient to protect universal service. It now is proposing a menu of increases that would hit newspaper mailers particularly hard. The Commission would allow not only the inflation increases, currently running around 2% annually. It would also let USPS charge extra if it maintains its service standards (but not actual quality of service), for the loss of mail volume that results in fewer pieces per household, for achieving an efficiency rating that tends to rise with higher rates and for other factors. In sum, PRC notes

that mail volume is falling although household deliveries are growing. It seeks to support the declining system solely with higher postage.

NNA joined News Media Alliance (NMA), which represents larger newspapers, in pointing out many ways newspapers have been damaged by external trends, such as a 2018 tariff on newsprint and on unregulated social media companies that compete for advertising. NNA's members are primarily family-owned, community newspapers that rely on the mail to reach subscribers with each weekly or daily newspaper.

NNA also criticized the accuracy of cost data for small newspaper mailers, saying that although USPS believes the mail within the county of the publisher fails to cover its incremental costs, the measurements of the mail cost have been historically suspect.

The organization joins other mailing organizations, including the Greeting Card Association, in a major vision statement that calls upon Congress to re-evaluate its belief that postage alone can support universal service.

"NNA is deeply involved in many aspects of postal issues and it is clear to us that even as the internet steals away mail volume, the mail is still critical to many

people and to most rural communities," NNA President Matthew Adelman, publisher of the Douglas (Wyoming) Budget said. "The trend of digital competition with the mail is going to continue, just as it is for newspapers. The vision of a USPS supported solely by direct mail, greeting cards and business correspondence — while viable 50 years ago — no longer fits our country. USPS is still critical, but if Congress wants an efficient, effective service, good middle-class jobs within the postal workforce and an ability to mail something at affordable rates from Alaska to Alabama, it is going to have to provide some of the funding."

Adelman said NNA had worked for nearly a decade toward legislative postal reform, but had found Congress unable to come to a unified solution for the mail. He said:

"We recognize that in the minds of most members of Congress, the system is still mostly working because the mail keeps arriving. But the PRC sees what we see. This is a system that is stressed to the point of collapse. Our differences with the PRC are in finding solutions. We think the burden has to be shared fairly: mailers, taxpayers, workforce and management. All of us have to be able to give a little if we want to keep this national treasure working for us."

Southern Circulation Manager's Association to meet in April

The Southern Circulation Manager's Association will meet in Charlotte, N.C. April 2-4.

The agenda includes topics such as Transition to Digital, a legal update, Adding Audience through Video, a publisher's panel, and a lot of single copy breakouts. Please contact Mike Floyd,

SCMA president, mfloyd@cdispatch.com if you have questions or need additional information.

Remember to register as soon as possible and make hotel reservations early to get the discounted rates. The website is: <https://www.southernncma.com/> to register for the conference and for the hotel.

The Southern Circulation Managers Association (SCMA) is a non-profit professional organization serving newspaper executives for Georgia, Florida, Tennessee, Alabama, Mississippi and Louisiana.

Advertising Contest Deadline

Monday, March 16

Magazine Contest Deadline

Monday, March 23

www.newspapercontest.com



People

Natalie Anderson is a new staff reporter at the Opelika Observer. She is a graduate of the University of North Florida with a degree in communications. Anderson is a native of Destin, Fla.

Calvin Cooley has joined the staff at the Hartselle Enquirer as a writer. He has 10 years of experience at newspapers in Florence, Decatur and Moulton.

Cooley studied communications at the University of North Alabama in Florence.

Alec Etheridge has been named managing editor at Shelby County Newspapers. He joined the newspaper as a staff writer in 2016, and was promoted to a sports reporter and later sports editor.

Etheridge is a Shelby County native and a graduate of the University of Alabama with a bachelor's degree in journalism.

Emily Kirby has been promoted to

managing editor at The Fort Payne Times-Journal. She has worked at the paper as a staff reporter for the past two years.

Kirby is a native of Pisgah, attended Marion Military Institute and later transferred to Jacksonville State University. While at JSU, Kirby was a staff writer for the student newspaper, The Chanticleer.

Alton Mitchell has joined the staff at The Tuskegee News. He is a native of Phenix City and a graduate of Columbus State University in Columbus, Ga. He has worked previously at The LaFayette Sun and The Chattahoochee Voice in Columbus.

Former AP reporter and current Auburn University journalism lecturer **Phillip Rawls** was recently recognized in The Plainsman's "The Best of Auburn 2020" as the best professor. Rawls retired after a 35-year career with the Associated Press, and quickly discovered he was a failure at retirement. He

began as a part time lecturer in 2015 and transitioned to full time a year later.

Alabama Media Group's **Kyle Whitmire** is the winner of the national Scripps Howard Award for opinion writing. Now in its 67th year, the Scripps Howard Awards competition is administered by the Scripps Howard Foundation, which presents \$170,000 in prize money to the winning organizations and journalists. This year's finalists were selected from 897 entries in 15 categories. Winners were announced March 3.

Brian Woodham has been promoted to editor at The Auburn Villager. He has served as associate editor for the past six years. Prior to joining The Villager, he served as a copy editor at the Montgomery Advertiser.

While a student at Auburn University, Woodham was copy editor and sports editor at The Auburn Plainsman, Auburn's student newspaper.

Briefs

As of Feb. 27, 2020, **AL.com** readers are no longer able to comment on stories and columns published on the website. Readers are now encouraged to share comments via AL.com's Facebook page, Twitter and through the social media presence of individual journalists.

Readers can also click on a reporter's byline on any story to email questions or comments.

The **Southern Torch** recently announced the launch of **JacksonBlaze**.

com, an online news company to report news, sports, politics and community events in Jackson County.

The **Southern Torch** provides local news online and in print, and will continue to cover DeKalb County news and events.

Dylan Smith has been named managing editor of the **Jackson Blaze**. Smith is a lifelong resident of Jackson County and a graduate of North Sand Mountain High School. He attended Northeast Alabama Community College and is currently

working to complete his undergraduate studies at Athens State University.

The **Shelby County Reporter** and its affiliated newspapers serving Alabaster, Helena, Pelham and the U.S. 280 corridor, has shifted their publication day from Wednesday to Saturday.

The paper reported that the first edition of The Shelby County Reporter was on May 6, 1843, which was a Saturday. Now, 177 years later, the paper returns to that original publication day.

Lamar Leader has new owner

Stephanie Minor is the new owner of the Lamar Leader in Sulligent. Minor, who started at the paper in 1998, has done just about every job there is at a newspaper. She was there before the paper transitioned to digital pagination.

She began as a typesetter, then start-

ed building pages and ads, and later became the office manager. At one point in 2013, she asked then-owner Keith Bryson if she could sell ads, which she did successfully for five years.

Minor says she will develop a website and social media presence to enhance

the weekly print edition and to reinforce the paper as the primary voice of Sulligent local news.



Consolidated Publishing moves to three-day print cycle

Beginning March 4, The Anniston Star and The Daily Home in Talladega, sister papers owned by Consolidated Publishing, will publish print editions only on Wednesdays, Fridays, and a Saturday/Sunday weekend edition that will be delivered on Saturday.

In announcing the change, Executive

Editor Anthony Cook explained that the changes in the print publication schedule will allow the papers to invest more resources into more local news coverage through digital products, including the web editions and their mobile app.

This change will also include a move from carrier to postal delivery. The papers

will contract with local post offices to have postal carriers deliver the newspapers along with daily mail.

Subscribers will continue to get access to the online editions, and will also receive an extension to receive the full of papers of the subscription period.

Columns

Meet them where they are



Ad-libs
by John Foust

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person's attention in a sales conversation. So, I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter

tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company's name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I've never forgotten that day's lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It's the old Chinese proverb in action: "I hear and I forget. I see and I remember. I do and I understand."

John Foust conducts training programs for newspaper advertising professionals. E-mail for information: john@johnfoust.com

Check in regularly with readers



Ad-libs
by Jim

When is the last time readers said they were misquoted in a story? Or called to say they're pleased with a story but irritated by a headline? Or took issue with how their ideas and statements were presented in a story?

News staffs translate hundreds of facts daily; some information is received firsthand and other secondhand. Some details are included in comprehensive reports on important community subjects. Others are part of the daily churn of police reports, obituaries, weddings and engagements, and government meetings.

The chances for missteps are multiplied today as everyone is expected to be adept at the broad spectrum of news gathering – writing breaking news for the web and a more complete story for the print edition, taking a photo or video and posting it on the web, tweeting about a sports

event or city council meeting, updating your Facebook page. You can add to the list.

Through all of these reports, one tenet governs the work of newsrooms: accuracy. If the facts are wrong, the reporter as an individual and the newspaper as an institution lose their credibility.

In the pursuit of fairness and accuracy, newspapers should consider implementing a "fact check" sheet. Individuals who either are sources or subjects of news stories are the best judge of how editors and reporters are doing their jobs. So why not ask them directly.

The process can be straightforward. Select a couple of stories from each edition and send a copy to an individual who either was contacted or who might have been identified in each story. Then ask a series of questions. For example:

Are the facts conveyed in the story/photo accurate, including spelling of names and addresses?

Were the quotes attributed to you used in proper context?

In general, do you consider this newspaper to be accurate?

Other broader questions regarding news content can be asked as well. What are the most interesting sections of this newspaper? Do other topics or issues warrant attention? Are any "voices" or constituencies lacking in coverage?

The "fact check" is an excellent tool to ask additional questions about your newspaper beyond strictly the news product. For example: What's your primary source of news? What are the strengths and weaknesses of our website? What other publications/media do you routinely depend on for information? How long have you subscribed to this newspaper? If you do not subscribe to this newspaper, why not? Can we improve upon customer service – in any department?

Use other avenues to check in with readers:

- "Ask the editors" night – Open the telephone lines to let readers ask anything on their minds.

check in continued on page 8

Columns

check in
continued from page 7

Managers from the various departments should be on hand with the goal of answering as many questions on the spot as possible.

- “Brown bag” lunches – Treat a sampling of your customers to lunch in exchange for their feedback on how you’re doing your job. Or maybe tailor the session and a selected audience to explore coverage of specific content – agriculture or business, for example.
- Reader boards – Organize a board comprised of readers with rotating membership. The individuals meet with the editor on a regular basis and offer everything from editorial ideas to a critique of newspaper content.

The “fact check” is most useful as a regular connection with readers. Be

sure to vary your selection of stories from routine news briefs and meeting reports to in-depth series and feature stories. In addition, solicit feedback from a range of readers – new and longtime residents, young and old, men and women – and from a geographic representation of your markets.

If applicable, it might be worthwhile to send the same story to two different individuals to see if they offer similar or contrasting responses. Share the feedback with your staff and other departments.

Newspapers should be sincere in asking readers to be honest and straightforward, underscoring that their feedback will help direct your staffs to strive a stronger product. At minimum, these “fact checks” earn newspapers high marks for showing concern about accuracy, fairness and breadth of coverage. The comments often can

prompt a follow-up phone call and a fruitful conversation beneficial to both the reader and newspaper.

Your efforts to connect with readers are especially important in today’s competitive and fractured media landscape.

Editors also should seize the opportunity to explain to readers in a column what you’ve heard and what steps will be taken to address the concerns. Explain, too, if readers’ expectations fall short of what can be practically accomplished. In the end, you may not get everyone to agree, but your goal is to help them understand your decisions and operations.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Help Wanted

Independent Sales Positions - Birmingham Parent Magazine

Work from home as an independent contractor for the leading family & parenting publication in the Birmingham metro area. Print, digital or telemarketing experience will help the right candidate move to the top, with open territories, lots of local business categories to prospect from, and unlimited growth potential. A full time position requires a minimum of 30 hours per week to be successful, but part timers and telemarketing professionals will also be considered.

- Hours are flexible and home-based (Applicants must be able to meet clients in person when required and to attend special Expo events)
- COMMISSION ONLY - grow your own base with no caps on growth
- High commission percentage for closers with bonuses

The position requires a detail-oriented person that can manage multiple clients and is willing to listen, learn and execute management directives in securing new advertising revenue. Knowledge of web and Word-based programs for data entry and customer relationship management is required. Advertising sales experience is strongly preferred, but a top producer sales background will be considered.

Email your resume and cover letter to Carol Evans at carol@birminghamparent.com or fax to 205-624-2415.

Advertising Manager – Cartersville, GA

The Daily Tribune has an immediate opening for Advertising Manager. We are located in Cartersville Ga. Just 45 miles from Atlanta. The Advertising Director has an established record of sales leadership and

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- Hire, train, manage, and mentor advertising sales staff to meet daily, weekly and monthly goals
 - Create and implement standards for all aspects of the sales cycle – prospecting, presentation, negotiating, closing, account management and renewals
 - Work across all departments such as creative, editorial and operations to implement smooth processes.
- Experience and Skills:
- Bachelor’s degree preferred
 - 5 years of sales experience in sales experience, advertising preferred, 3 years in a management position
 - Strong writing style, organizational skills and presentation ability

Send resume to Alan Davis at Alan.davis@daily-tribune.com.

Instructor Position - University of Alabama, Tuscaloosa

The Department of Journalism and Creative Media at the University of Alabama seeks an instructor in the area of news media. The position begins August 16, 2020. The salary is nationally competitive. The successful candidate will teach courses in information gathering practices. Preference will be given to candidates who can teach courses in data and numeracy, data journalism, and data visualization. Other preferred teaching areas include multimedia, magazine editing, and photography. In the News Internship Coordinator role, the candidate will work with stu-

dents preparing for their internships, staying informed about changing jobs and skills in a rapidly evolving news industry. More information about the Internship program can be found here: <https://jcm.ua.edu/internships/>

For more information or to apply, please see the following ad, <https://www.journalismjobs.com/1657539-news-media-instructor-and-internship-coordinator-the-university-of-alabama>

Journalist - Alexander City, AL

The Alexander City (AL) Outlook is a five-day a week daily located at Lake Martin, one of the biggest recreational lakes in the South. We’re looking for a creative, experienced, versatile general assignment reporter to continue our impressive growth and statewide recognition as one of the best newspapers in Alabama.

This job requires strong interviewing skills, attention to detail, critical thinking skills, a level of independence with a team-oriented mind and the ability to juggle numerous assignments, meet daily deadlines, cultivate sources and generate daily story ideas. The ideal candidate will have a proven record of quality reporting and unique writing skills, knowledge of AP style, social media, photography and video skills. Pagination skills are not required but are a plus. We offer competitive pay and great benefits.

If you’re passionate about storytelling and have a desire to come up with new and innovative ways of telling those stories using a vast array of different skills, tools and platforms, we want to talk to you.

Interested candidates should send a resume, writing samples and a brief cover letter to Managing Editor santana.wood@alexcity-outlook.com.



Mingling with Media

You are invited to attend any of the seven regional gatherings listed below sponsored by the Alabama Press Association, the Alabama Broadcasters Association and the Alabama Law Enforcement Agency. These informal events are designed to build and strengthen relationships between ALEA's PIOs and members of news organizations across the state. Reporters, editors and producers are encouraged to stop by any time between 10 a.m. and noon those days to get to know ALEA personnel, including the agency's PIOs for Highway Patrol, Marine Patrol and SBI, who will be available for quick interviews. Topics include basics on the multifaceted agency, traffic and water safety, STAR ID, SBI investigations, Alabama Fusion Center/alerts and recruiting.

Mingling with Media 2020 Schedule

March 19: Birmingham Post, 908 Bankhead Highway West, Birmingham 35204

March 26: Huntsville Post, 716 Arcadia Circle NW, Huntsville 35801

April 2: Quad Cities Post will meet at National Guard Armory,
195 Jasper Highway, Double Springs 35553

April 9: Tuscaloosa Post, 2645 Skyland Blvd. East, Tuscaloosa 35405

April 16: Montgomery, ALEA Headquarters (board room),
201 S. Union St., Suite 300, Montgomery 36104
(Deck parking should be available.)

April 23: Mobile Post will meet at ALDOT Building T,
1701 West I-65 Service Road North, Mobile 36618

April 30: Dothan Post, 5679 Montgomery Highway, Dothan 36303

It is not necessary to register, but we would like to know if you plan to attend.

An APA staff member will be there to greet you.

Please call if you have questions or need any additional information.

Felicia Mason, Alabama Press Association

205-871-7737 (o) 205-902-7162 (c)