

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

JULY 2020

Important Dates

America's Newspapers Webinars

[From Influence to Impact:
Putting More Political Ad
Dollars on Your Books](#)

July 14, 2-3 p.m.
Presenter: Mark Levy,
President, Revenue
Development Resources Inc.
(Free to APA members)

[Think COVID flattened
your classifieds?](#)

[Think again.](#)
July 16
Presenter: Janet DeGeorge

APA Media Awards announced

New APA Legal Hotline Web Series

APA papers can link to your
own public notices through
AlabamaPublicNotices.com

After 149 years, some fun and frolic
remain at APA conventions

In search of the perfect headline

Guide to aggressive reporting? Begin
with the basics

Fight fake news by educating

APA Media Awards 2020:
Parking Lot Tour Pictures



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APA Media Awards announced

With no awards banquet to recognize the winners of the 2020 APA Media Awards, the contest committee found creative ways to honor the winners of this year's contest.

Dr. Chris Roberts from the University of Alabama Department of Journalism and Creative Media, emceed four videos that were posted on June 26, after the first-place awards in the major categories were hand-delivered during a "parking lot tour" by Committee Chair Dee Ann Campbell and APA Executive Director Felicia Mason.

Campbell and Mason visited newspaper parking lots from Huntsville to Mobile where they presented employees

with their first-place awards.

Plaques will be delivered throughout the summer to all of the winners, along with the Winners tab. New this year is the Winners website, where you can read the full text of stories and series, and see all of the winners from the contest. You can access the site here: www.newspapercontest.com/alabama/winners/

"We are excited about the ability to offer a closer look at our membership's great work!" Contest Coordinator Jaclyn Langan said. "This new feature gives our membership the ability to see and read winning entries, sharing ideas and inspiring innovation throughout our state."





NEW! APA Legal Hotline Video Series: Aggregation

APA General Counsel Dennis Bailey has produced a short video discussing the issue of aggregation – why is it important to newspapers and what are the legal options if you don't want your content scraped and shared.

To access the video link, [visit the APA website on the Legal Hotline page](#) and log in using your member password.

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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.

Support First Amendment campaign

APA has signed on as a supporter of the "1 for All" First Amendment campaign.

1 for All is a national nonpartisan and nonprofit educational effort to build understanding and respect for the five freedoms of the First Amendment.

On July 4, the Free Speech Center at Middle Tennessee State University, led by longtime First Amendment advocate Ken Paulson, launched the national campaign, which features ads with celebrities explaining what First Amendment freedoms mean to them.

If you have space, please consider running ads (print and/or digital) to support the First Amendment. [You can access the ads HERE.](#)



APA papers: You can link or embed your own public notices through AlabamaPublicNotices.com

When APA moved to the new platform for AlabamaPublicNotices.com in 2017, it was to improve the search functions for the general public for better access to important public notices AND to make it easier for papers to post their notices. But there is another advantage that allows papers to either post a link on their website or embed just your notices on your website directly from APN.com so your readers can get direct access to just your paper's notices.

AlabamaPublicNotices.com has been our best answer to legislative bills trying to move public notice out of print and onto endless government websites where the public would have to search and guess, and maybe never find what they need. On APN.com, they're already online, in one comprehensive and fully searchable site for the entire state.

Papers in Alabama are required by law to post their notices to a statewide public notices website, and AlabamaPublicNotices.com is the only one in the state. **Papers are also required to publish their notices on their own website if they have one, and this would be the simplest way to do it if you do not have them posted now or would like an easier way to do it.**

For example, the Abbeville Herald could use a link provided by APA to post on their website or Facebook page so their readers could link to instant access to just the notices Abbeville has posted on APN.com OR if you prefer to embed the notices right on your site, you can use an iframe link provided by APA to do this. Then your notices will be seen right on your own website. Readers will still have search functionality for your notices. They would have to utilize the main site if they want to look up notices from other papers and areas.

For more details or to get the link for your paper's notices, contact Leigh Leigh Tortorici at the APA office: (205) 871-7737 or leigh2@alabamapress.org. To embed your notices, you may need some help from whoever hosts your website, but it is a simple thing for them to do. You'll just

need access to the back end of the site.

Please do not forget to post any display notices, delinquent tax notices, voter lists, or amendments to AlabamaPublicNotices.com. You can upload these and any large files as a PDF, and you can contact Leigh Leigh for help if you need it.

People

Kendra Majors was recently named regional publisher of The Andalusia Star-News, The Atmore Advance, and The Brewton Standard and associated print and digital products.

Majors previously served as publisher of

The Brewton Standard from January 2018 until June 2019, when she was named publisher of The Andalusia Star-News. She has also worked for other Boone Newspapers' affiliates including The Luverne Journal, The Lowndes Signal and The Troy Messenger.

A Brantley native, Majors earned a bachelor's degree in print journalism and art from Troy University in May 2008.

Majors has served on the APA Journalism Foundation since 2019.

Are you a freelance journalist, photographer, graphic designer, etc? Would you like to recommend someone as a freelancer?

Please send contact information to jaclyn@alabamapress.org.

TN TownNews

Columns

After 149 years, some fun and frolic remain at APA convention



by Felicia
Mason, APA
Executive
Director

APA is gearing up to celebrate our 150th anniversary next year. Looking back at our past conventions has made me miss the 2020 gathering even more. But when the last weekend in June arrived, Alabama was in the midst of a surge of coronavirus cases, so there is no doubt the APA board made the right decision to cancel the event.

So, to get us looking forward to when we gather again, here's a look back at some of APA conventions over the years.

The first official APA convention was at the Board of Trade in Montgomery on June 18, 1872. The Montgomery Advertiser ran the following story on the day of the convention:

An important meeting of the Press of Alabama was fixed on this day in this city. Many members were already in the city and we presume more will arrive on the morning trains. As there will be but one day in which to do anything it has been deemed advisable to go at once to work." The next year the Advertiser reported on the second convention that "the press gang seemed to be on good terms with each other and with all the rest of mankind.

The first conventions, however, were more social events than anything else. It wasn't until 1892, at the 20th annual meeting, that a convention program included a workshop session.

In fact, in 1895, The Birmingham News reported that "these annual gatherings are no longer given to fun and frolic but are devoted strictly to promoting the interest of the Association as a whole and of the profession generally." Most of the early conventions ended with excursions, either by train or steamer throughout Alabama and beyond. In 1875, 35 Alabama editors and publishers toured New York and visited "every place of interest in that great state." This was after a group of editors and publishers from New York spent several weeks in Alabama touring the state.

Some trips were more local. In 1879, after a convention in Gadsden, the group took a steamer up the Coosa

River to Rome, Ga., as guests of the Rome Chamber of Commerce. Other trips included a tour of Pensacola and St. Augustine and home through Savannah and Atlanta. There was even a dinner in a cave at Shelta Cavern near Huntsville.

There was little made of the distance of some of the excursions. In 1900, the group toured Colorado, including Pikes Peak, and the next year left from Montgomery to visit San Francisco.

Most of these trips were made possible by a trade-out agreement with the railroad. APA delegates were issued rail passes in exchange for running ads in their papers. But, a scandal in the disbursement of the passes caused APA to drop the program, and in 1911, the convention was postponed due to lack of interest.

Conventions resumed the next year and became a foundation for APA members once again. These early programs focused mostly on commerce, education, transportation and patriotism. The members of the press were "courted" by many of the Chamber of Commerce organizations in Alabama. In fact, in 1919, the Andalusia Chamber of Commerce paid personal expenses for all 60 of the delegates to attend the convention held in their city. In 1923, APA held a joint convention with the Mississippi Press Association in Mobile. The groups held separate meetings but had joint trips and tours. The groups toured Bayou La Batre and Satsuma by car and took a steamer across Mobile Bay to Daphne.

Even during the Great Depression, APA continued to hold conventions each year. In 1928, delegates took the first of two trips to Cuba. The second was in 1936. There were also excursions to New York, Canada, Washington, D.C., and in 1934, to the World's Fair in Chicago.

From 1942 to 1944, the conventions were "war conferences." Newspapers were called on for an all-out recruiting campaign to help build the armed forces.

In Point Clear in 1949, the frolic returned. The reports of that summer convention stated it was all play and no work with tours of Mobile Bay and the Mobile shoreline with cocktail parties and seafood dinners. There was a costume party in 1955 where dele-

gates were told to dress as their favorite comic strip character, and in 1958, when APA visited Lookout Mountain in Tennessee, the program stated the only decision to be made for a few days would be what to enjoy next.

From the Bahamas to Barrett Shelton's back yard, the conventions of the sixties and seventies were more than a little interesting. At the summer convention of 1967 held in Florence, Sparky Howell of The Onlooker in Foley and Hollis Curl, then owner of The Choctaw Advocate in Butler, competed in a hula contest at the Thursday night luau, and judges decided on Hollis as the fastest shaker in the South.

In 1968, APA delegates boarded a plane to Nassau for a convention that cost \$200 per person. That included plane fare, hotel accommodations at the British Colonial Hotel and two meals each day for the four-day trip. A few years later in 1972, APA held the convention in Disney World where the hotel rooms were \$30 per night. And, in 1973, Barrett Shelton entertained APA delegates for a luncheon in his back yard in Decatur.

In 1976, APA began holding summer conventions on the Alabama Gulf Coast, first at the Gulf State Park and since 1987 at the Perdido Beach Hilton/Resort. In 1980, the convention was held in Destin due to the damage from Hurricane Frederic and in 2012, APA joined with Mississippi, Georgia, Louisiana and Florida associations for a joint meeting in Destin.

APA continued to meet in Destin for the next four years before returning to Alabama and the Perdido Beach Resort in 2017.

The programs and activities in recent years have resembled more of what The Birmingham News called for in 1895 – promoting the interest of the Association as a whole and of the profession generally. But there is a mix of fun, frolic and learning in the history of APA summer conventions, and the current trend seems to be a balance of it all.

I am looking forward to seeing everyone for the 2021 Summer Convention – June 24-26. Hopefully, COVID-19 will be safely behind us, and we can enjoy the fun, frolic and networking we missed so much this year.

Columns

In search of the perfect headline



Ad-libs
by John Foust

Years ago, a keynote speaker at a local Ad Club meeting asked us to put ourselves in a consumer's shoes. "Let's say your name is John Doe," he said. "One day you're turning the pages of the newspaper and see an ad with a headline that reads, 'The truth about John Doe.' Wouldn't you read every word of that ad?" Everyone in the room responded with a resounding "yes."

That was one of the simplest and most dramatic examples of perspective I've ever seen. John Doe doesn't care much about the advertisers in his town (unless he works for one of them). He's not concerned about the profit margins of his local newspaper. And he doesn't worry about the sales commissions of the salespeople who work there.

In other words, it's human nature for John Doe to care primarily about himself. The products which attract his interest are those that can solve a

problem or make life easier and more enjoyable for him and his family.

While "The truth about John Doe" is the perfect headline – for John Doe – it's impossible to reach that level of perfection in the real world of advertising. Ad copy can't be personalized to that degree. The best we can do is to address our messages to smaller demographic audiences within a larger readership group.

Once a target audience has been identified, it's important to look for connections between what the audience needs and how the advertiser can meet those needs. To get in step with consumers, focus your attention on their self-interest.

Then think about headlines. A headline can make or break an ad. Research shows that, for every five people who read a headline, only one will read the rest of the copy. This means that the John and Jane Does in your audience rely on headlines to tell them whether to keep reading.

There are some ways to spark headline ideas. One of my favorites is the "how to" formula, because these

two words set the stage for a benefit headline. To illustrate, consider book titles. Let's say you want to build a piece of furniture, a rocking chair. You need step-by-step instructions, so you go online and browse through book choices. Woodworking and Woodworking Basics are too general. How to Build Furniture is better, but your interest is in rocking chairs, not other types of furniture. Then you see How to Build a Rocking Chair. That's the most enticing title of all, isn't it? And it promises a specific benefit, without resorting to puffed up claims or exaggerations.

It's the same with ad headlines. Use the words "how to" to put you on the right path. Then with your knowledge of the audience and the product or service your client is promoting, fill-in-the-blank to create a selection of benefit headlines. Pick the one you like best and build the ad concept from there.

It's all about giving people a reason to read beyond the headline.

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

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Guide to aggressive reporting? Begin with the basics.



by Jim Pumarlo

A publisher once asked how I defined aggressive reporting. During my tenure at the Red Wing Republican Eagle, we considered it our badge of honor. If someone threw up roadblocks to information we considered pertinent to our readers, we doubled and tripled our efforts – and usually were successful.

So what type of scenarios prompted stepped-up investigation and reporting? A handful of circumstances immediately come to mind.

A local business makes significant layoffs with no public explanation. Starting players don't dress for high school sporting events for no apparent reason.

A government body awards a vendor contract worth thousands of dollars and takes the unusual measure of voting in secret.

A company sends letters to landowners to gauge their interest in being a host site for storage of radioactive nuclear waste with all correspondence purposely kept under the public radar.

A law enforcement chief is suspended for taking a joy ride with his nephew in the new water patrol boat during working hours; the city makes a deal to not voluntarily disclose the suspension. We pursued all of the stories and published the facts. Many of our arguments were grounded in the letter of the law on open meetings and government data. We pushed equally hard for the information in the spirit of the law.

But aggressive reporting extends

beyond tackling the sensitive and contentious subjects in recording a community's living history. Being assertive also means delivering meaningful content. It means putting yourselves in the mindset of readers – paying attention to the 5 Ws and H of a solid story to make sure you have filled all gaps.

Consider these examples:

- A headline announces a local chamber of commerce banquet. The two-sentence news brief reads, in part: "The Chamber of Commerce held its annual meeting and awards dinner Monday night... Results were not available at press time."

- A city council has its annual reorganizational meeting with contested balloting for the president and vice president positions. The two individuals are elected on split ballots, each by a different voting block. The story references some of the motions and debate, but nowhere does it report who voted for whom on the two ballots.

- An individual announces his candidacy for an elective office he unsuccessfully sought two years earlier. The report is accompanied by a two-year-old photo with his long hair; he now sports a conventional haircut. The photo was updated on the website, but was it caught in time for the print edition?

- A young woman decides to open a clothing store because she has difficulty finding wardrobes for her tall, slender build. The feature story omits the most important fact: her height.

- A local high school sports team plays an away game on a Tuesday night. The result, not reported until the non-daily's Saturday edition, includes individual point totals for the host team but says hometown player statistics were not available.

- Three residents speak up at a meeting, challenging a local government body's action on an issue that has gained communitywide attention. The reporter – remotely watching the cable broadcast of the meeting months before any social distancing precautions due to the coronavirus – quotes two of the speakers minus their names.

The examples should make all editors cringe. The lackadaisical reporting and disregard to elementary information erode a newspaper's foundational credibility. The examples are an embarrassment to a newspaper's self-promotion as the go-to source for local news. At a very basic level, the misfires in reporting prompt readers and advertisers alike to ask: What's the value of the product?

Make no mistake today's media landscape is fractured and changing every day. The challenges to survive and thrive are even greater due to the economic impact of the coronavirus.

Newspapers still have an inside track as the premier clearinghouse of information in your communities, and you have many platforms on which to deliver that news. Community newspapers, at their best, are stewards of your communities. The news columns are a blend of stories that people like to read and stories they should read.

But success depends on practicing the tenets of solid reporting. Ignore the basic elements of journalism, and the path to maintaining relevancy in your communities becomes much steeper.

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

Help Wanted

Executive Editor - Anniston, AL

Award-winning Alabama newspaper, The Anniston Star, seeks Executive Editor to lead it and its five sister publications to the future in the digital age. Building on a distinguished journalistic legacy of 100+ years of family ownership, the Editor will have the opportunity to shape the company's path as it transitions to a new model.

Applicants would have a Liberal Arts education with a BA Degree in Journalism, History, Creative Writing or similar. A background in reporting and in managing a

newsroom is preferable, and fluency in all digital platforms is required. The Editor should possess the highest ethical standards and bring demonstrable leadership skills to the position.

In addition, the Editor is the face of the paper in the community and must be committed to identifying and responding to the challenges the community faces and to providing the leadership a responsible community newspaper can exert. The Anniston Star is guided by the principle highlighted on its masthead: "The duty of a newspaper is to be the attorney for the most defenseless among its subscribers." This value extends to an ongoing effort toward diversifying

the institution to reflect the community it serves. The newspaper's duty to bring to its community the local stories unavailable elsewhere does not mean that it can ignore the outside world. The Editor should be sensitive to the impact national and international news has on the local community and provide reporting and context for our readers.

Please respond to Josephine E. Ayers, Publisher, at P.O. Box 189, Anniston, AL 36202. The Anniston Star is an Equal Opportunity Employer and encourages diversity in applications.

Save the newspapers!



Into the Issues
by Al Cross

Our country may not be in a depression, but the newspaper business is, and its fatality rate may be as great at that of the coronavirus. The pandemic and its economic restrictions have accelerated closures and mergers, which have increasingly affected county-seat weeklies, long the most stable type of American newspaper.

The economy is gradually reopening, but with no vaccine or proven treatment, the virus remains a threat, and that threatens a resurgence of Covid-19 cases and more economic reversals. To get through this, newspapers need to prove their value, and they need to try new things.

The pandemic is spawning rivers of misinformation, an if there was ever a time for newspapers to reassert their franchise as the main finders of fact for democracy, this is it. But they must remember to assert that on social media, too, and to remind social-media consumers how those media and newspapers differ.

We must repeatedly explain that news media offer journalism, which has a discipline of verification: we emphasize facts, attribute opinion, and clearly separate the two. (That separation has eroded lately, and needs shoring up.) Social media have almost no discipline and no verification, so the facts get lost in a sea of opinion and invective, driven by algorithms giving people what they want, not what they need. They need to know that.

Don't like online arguments? This is a fight for your life, so you should wage it on all fronts. Ask your critics to cite specifics, and when they do, remind them that it's easy to pick examples of bad journalism from thousands of reports. As someone who got into journalism as a youth baseball scorekeeper and correspondent, I like to say journalism has a fielding percentage about as good as Major League players, around .984. By my reckoning, we're fair and accurate 49 times out of 50. We do make two-base errors sometimes, but

unlike social media and ballplayers, we correct them.

Newspapers' survival depends on more than trust. They must provide value, which means good public-service journalism. How do you pay for that when advertising has dried up? Community newspapers need to be more aggressive in following their metro counterparts in asking their audiences to provide a greater share of revenue, and they need to be frank with their readers about their paper's finances.

They also need to explore a source of revenue that's becoming more common: philanthropy. It's unlikely that many community papers will have reporters paid by nonprofits, or get grants from foundations, but in every county in this country, there are people with money who would like to put it to good use. Many of them would define becoming a sponsor of a newspaper, to help it offer good journalism and stay alive, as a good use of their money.

Perhaps the best example of that is the Foothills Forum, a nonprofit in Rappahannock County, Virginia, that finances high-quality, in-depth journalism for the weekly Rappahannock News. The county has more money and more journalists than average, because it's a little over an hour from Washington, D.C., but its paper has more than four years of experience that could provide guidance for others. We've written about it several times on The Rural Blog.

Philanthropists often want to help students, and that includes student journalists. When many University of Missouri journalism students' internships fell through, faculty members Kathy Kiely and Damon Kiesow created a pop-up newsroom to produce stories for news outlets across the state, with students paid with funds from the school, the Knight Foundation and alumnus Walt Potter. As paid internships have become less common, students are accepting unpaid internships at community papers, and the relationship is mutually beneficial.

Universities can help in other ways. There is scant published research about community newspapers, and state press associations or newspaper groups should get researchers to examine the relationships of community papers and

their audiences – including why they are losing readers and how they might get them back.

Another potential source of help is government – not the direct subsidies that are anathema to most journalists, but public-service advertising during the pandemic. In Kentucky, local governments have financed sample-copy editions of weeklies loaded with information about the coronavirus and preventing Covid-19, and there is even more reason to do that now, as we need to take care to prevent a resurgence.

Now also might be a good time for a makeover, to spur single-copy sales. Think about a magazine format like The Canadian Record in Texas, which runs a compelling color photo on the front with blurbs about major features. It goes for \$1.50 a copy, and folks in Hemphill County snap it up, because they know it's good journalism.

Many other ideas are out there, in Pub Aux, state press groups and the International Society of Weekly Newspaper Editors' online discussion board and monthly newsletter. The May edition had ideas on advertising, covering Covid-19, online journalism, dealing with social media and helping communities get through the crisis.

Ideas are what we need. Not all will work, but our industry is at a juncture much like the bottom of the Great Depression, when presidential candidate Franklin D. Roosevelt called for "bold, persistent experimentation."

That's not something for which newspapers are known, especially community papers, but they'd do well to follow it. After all, FDR's line was written by a newspaper reporter, Ernest K. Lindley of the strongly Republican New York Herald Tribune. When Lindley and other reporters chided him about the lack of zing in his pre-convention remarks, FDR challenged them to draft a speech. "Lindley took the bait," wrote presidential historian James MacGregor Burns, and bold, persistent experimentation helped save the country.

It might save newspapers, too.

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>.

Fight fake news by educating



by Kate
Richardson, NNA

What do Thomas Jefferson, Lyndon B. Johnson, Richard Nixon and Donald Trump have in common other than leading the United States as president in our 244 years as a democracy?

They all waged wars with the press ... and by extension, democracy.

Jefferson, Johnson, Nixon and now Trump, would follow the same pattern: deny that a solid news piece was truth, aim to discredit the news source and avoid accountability.

The only difference in the war Trump rages now than those who did before him is that now, anyone has the ability to reach the masses without the press.

And now, when we encounter stories on social media — quickly, as we're scrolling, scrolling and managing several other tasks — it is hard to distinguish a credible source from a group or individual with an ulterior motive.

That is why it is more important than ever for newspapers to educate readers about media literacy. Media literacy is the ability to access, analyze, evaluate, create and act in a variety of forms.

Jessi Hollis McCarthy, outreach educator for the Freedom Forum — a nonpartisan 501 (c)(3) foundation that fosters First Amendment freedoms for all — hosted the webinar, "Fighting Fake News" on June 24 and clarified the phrase that our 45th president has made so popular.

Opinion content — as expressed on a newspaper's Opinion pages — is not "fake news."

Flawed news is not "fake news." "Real people make mistakes," McCarthy said. "The mark for journalism is ... do they own up to it, issue a correction?"

Satire — like The Onion — is not "fake news."

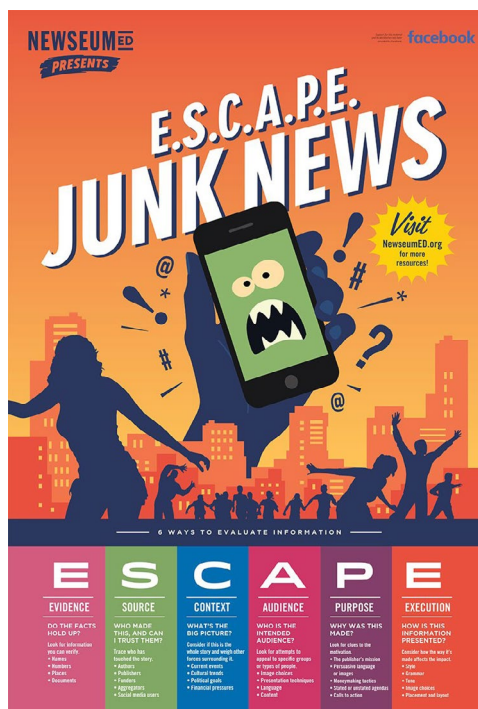
Even biased content — presenting a perspective or "take on the issue" — is not "fake news."

"Fake news" is information that is not true but attempts to disguise itself as factual reporting, publishers even going as far as to print "fake"

newspapers.

McCarthy cited an example from her residence of Washington, D.C., where someone printed a false Washington Post with a front-page stating Donald Trump had left the White House.

Using media literacy, they were able to determine it was not valid because a motto different than newspaper's famous motto, Democracy Dies in Darkness, was listed under the fake masthead.



The contact information on the staff page also referred readers to staff emails that were not on the Washington Post's website domain.

The acronym, ESCAPE, offers steps to follow to analyze a source or piece.

- Evidence — do the facts hold up? Look for facts to verify names, numbers, places and documents.

- Source — who made this and can I trust them? Trace who has touched the story: authors, publishers, funders, aggregators and social media users.

As previously mentioned, the staff page referred readers to publishers, editors and authors outside the Post's network.

- Context — what's the big picture? Consider if this is the whole story

and weigh other forces surrounding it: current events, cultural trends, political goals and financial pressures.

If the president had actually stepped down, people would be talking about it, and there would be a lot of reports.

- Audience — who is the intended audience? Look for attempts to appeal to specific groups or types of people, for example, content geared towards Democrats or Republicans.

The pieces in the newspaper were lies, political in nature, and clearly aimed at a Democratic audience.

- Purpose — why was this made? Look for clues to the motivation: publisher's mission, persuasive language or images, money making tactics, stated or unstated agendas and calls to action.

- Execution — how is this information presented? Consider the way it's made and how it affects the impact: style, grammar, tone, image choice, placement and layout.

Clearly, the publishers were trying to inspire confidence by presenting the information as a printed newspaper.

And that was a sound choice. ...

In the National Newspaper Association's 2019 readership survey of more than 1,000 people from rural and urban communities across the United States, community newspapers topped all other mediums for trustworthiness regarding learning about candidates for public office.

With the coronavirus threat, newspapers have more eyeballs than usual; take advantage, and educate those normally nonreaders. Teach them that you do all this evaluating so it's easier for them to just read your newspaper than sift through all the stories online.

With the strong saturation of social media users, media literacy will stay a timely topic for the foreseeable future.

Add media literacy to your ongoing stories list.

Get started with the Freedom Forum's resources including teacher's plans at <https://newseumed.org/>.

Kate Richardson is the managing editor of Publishers' Auxiliary and the associate director of the NNA. Email her at kate@nna.org.

APA Media Awards 2020: Parking Lot Tour



The Outlook (Alexander City) staff receives 1st Place in General Excellence for Division B.



Tribune photographer Martha Needham (right) receives her APA Photo of the Year award with her mother-in-law Jo Needham (left). Photo courtesy of Janet Chandler/The Cullman Tribune.)



Montgomery Advertiser's Melissa Brown receives the Story of the Year award for her in-depth look into Alabama's prisons.



The Southeast Sun (Enterprise) staff, including Co-Publishers Caroline Quattlebaum and Russell Quattlebaum, received 1st Place awards in both General Excellence and Advertising Sweepstakes for Division C.



Dee Ann Campbell (The Choctaw Sun-Advocate and AMA Committee Chair) delivers the Division A, General Excellence 1st Place award to The Tuscaloosa News, accepted by Ken Roberts (middle) and Bobby Rice (right).



Lagniappe's (Mobile) Ashley Trice (Co-Publisher) presents the Ad of the Year award to Jason Johnson for his unique call-to-action ad for the Lagniappe Paywall Campaign.



Publisher French Salter accepted 1st Place awards in both General Excellence and Advertising Sweepstakes for Division E for The Redstone Rocket (Huntsville).



The Cullman Times' Amy Henderson accepts the 1st place Advertising Sweepstakes Award for Division B.



The Shelby County Reporter accepted 1st Place awards in both General Excellence and Advertising Sweepstakes for Division C from AMA Committee Chair, Dee Ann Campbell.