



A message from the APA staff:

Our newspapers work hard every day, in good times and bad, to keep the communities they serve informed and connected. In a year that continued to present many challenges, that did not change.

The APA staff is proud to work for the newspapers in Alabama, and grateful for industry and community partnerships. May this next year be happy, safe, and prosperous for all.

Merry Christmas and Happy New Year!

Felicia

Gailyn

Paul

Brad

Zeig Zeig

Wally

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

DECEMBER 2021

Important Dates

AMA contests will open
December 20

APA Winter Media Summit
Montgomery, AL
February 10-11

Online Media Campus

APA members can register [HERE](#)
for any active or archived webinar
(deadline is 3 days before webinar)
at no charge using the code,
ALTraining.

APA planning conventions and programs
for 2022

Ozark newspaper sells to Maine publisher

2022 press cards available

Stiefel named Fort Payne's Woman in
Management recipient for 2021

Mayer named editor in Athens

Gossett new editor at the Journal Record
in Hamilton

Tuscaloosa News gets a mention on
Jeopardy

Sledge named 2021 Cason Award
recipient at UA

Mastering the Top 10 Critical Sales
Questions

**Are you
ready to win?**

All contests open on
December 20, 2021

Visit www.newspapercontest.com to
enter the Alabama contest portal,
review rules and upload entries.

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Celebrating
150 YEARS
OF JOURNALISM



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APA planning conventions and programs for 2022

APA will kick off the 2022 conventions with the Media Summit in Montgomery on Feb. 11, at the Embassy Suites. Programs will include a candidate forum with those running for the U. S. Senate seat currently held by Sen. Richard Shelby. Other programs will include a panel of our top state government reporters discussing their jobs as watchdogs over state government and politics, as well as a keynote presentation by Mike Blinder, owner/publisher of Editor and Publisher magazine. Mike is a well-known newspaper industry consultant and we are excited to have him speak to our membership.

The luncheon will include the recognition of the 2022 Lifetime Achievement and Emerging Journalist recipients.

In June, APA returns to the Perdido Beach Resort, June 22-25, for the 2022 Summer Convention.

APA also plans to do a series of virtual programs throughout the year, beginning with a Zoom call in early January with Brad English to discuss the 2022 Regular Session of the Alabama Legislature.

Other virtual program topics include a session on contest entries, broadcasting local sporting events, and open discussions for both dailies and weeklies members.

Ozark newspaper sells to Maine publisher

From The Southern Star

Pierre Little, publisher of the Machias Valley News Observer and The Calais Advertiser this week announced he has purchased a newspaper located in Ozark, Alabama, The Southern Star, the state's oldest family newspaper.

The Southern Star has been in the Adams family for 154 years, initially begun by Joe Adams's great grandfather in 1867, when the county seat was located in the town of Newton. When the county seat moved 10 miles away to Ozark, The Southern Star moved, too.

"When my great grandfather loaded his wagon with newsprint, a barrel of ink, and an old Washington hand press and started across the river to Ozark, he must have wondered, how long will it last?" said Adams. "Little did he know the paper would last over 100 years."

Adams is the fourth in his family to serve as editor of The Southern Star, a position he assumed after graduating from the University of Alabama and serving in the U.S. Army. In total, Adams served as editor and publisher for 64 years and will now be publisher and editor emeritus. He will continue his popular column Star Scribe's Scribbles, which he has written every single week for 62 years.

Little says he is excited to acquire a newspaper as well-respected as The Southern Star, and that he plans to keep the paper focused on producing valuable news for Ozark's citizens and business community. "A local Calais resident who lives in Ozark during the winter months came to see me and said he loves the Calais Advertiser and maybe you should acquire the newspaper in Ozark and bring it into the digital age. I visited Joe and

Dorothy at their home, and was glad I did."

"It is essential for a healthy community to have a strong local newspaper and I do that with a focused dedication to serving the reader by way of an efficient newsroom with multiple writers," said Little. "So, that being said, it's important that we have the city and business community's support of our newsroom in any way possible. Advertising patronage will certainly be the most critical component to that end."

Little says he plans to bring his expertise in digital platforms and social media to The Southern Star, as a way to extend its readership and paid subscriber base. He is a believer in paid subscriptions which demonstrate intrinsically its community value. "So if the newspaper is serving well, subscriber roles should be healthy along with business advertising support."

"This is not an easy feat, but I believe I have found a balanced approach that sustains the local paper's stability," said Little, who also owns two award winning weekly newspapers, both more than 150 years old, in the nation's easternmost county — Washington County, Maine — and serves as publisher emeritus of the Quebec Chronicle-Telegraph, the oldest North American newspaper, founded 257 years ago in 1764 in Quebec City.

For Adams, the decision to sell his family newspaper was a difficult one, but he believes it was the right decision for the paper's success.

"It was an end of an era for the Adams family, but in selling the paper to Pierre Little, we have hopes and expectations that The Southern Star will continue and prosper," said Adams.

Little shares Adams's high expectations.

Ozark continued on page 3

Ozark continued from page 2

"A newspaper is the lifeblood of a vibrant and growing community, a place where important ideas and news are discussed and debated. It is also essential to a healthy democracy, to establish and maintain fairness, honesty and transparency, and the common good," said Little. "I look forward to working with you and our

team along with the Ozark Chamber of Commerce as we build the newspaper into a vibrant publication worthy of Ozark's and Dale County's praise."

"I'm excited about the future of The Southern Star. Having a vibrant local newspaper is so important in the growth and development of our city. I want to thank Mr. Little for his confidence and investment in the City of Ozark and Dale County," Ozark Mayor Mark Blankenship said.



The End of an Era

Editorial by Joseph H. Adams

I have not known when or if I would sell The Southern Star. But nearly a year after having had a disabling stroke, it became time for me to consider selling the paper. The sale of The Southern Star, owned by Joe H. Adams, to Pierre Little of Calais, Maine, came about on October 29th.

Looking back on my tenure, I became editor on the last issue of August 1957, and publisher in 1969 to settle a tax debt against The Southern Star.

After serving two years in the Army, I came back and joined my father, taking over as editor in August 1957. My first 12 years as editor coincided with the last 12 years of my grandma's service with The Southern Star. She had worked full time assisting two sons from 1925 up until her death in 1969.

From a legacy standpoint, The Southern Star launched two major editorial campaigns: One in 1963 to bring the legal sale of alcohol, and another in 1961 for the earmark 3 mill property tax to support the local hospital.

The issue of legal control of alcohol had been opposed by 9 votes several times before the campaign. Since that time, legal sales of alcohol has had a positive economic impact in the county and has directly raised thousands for Vivian B. Adams school through its share of the beer tax.

Both issues had little public support before The Southern Star brought them up for vote. In 1961 the 3 mill earmark tax passed by 37 votes. Since then, Dale County Hospital and Dale Medical Center have received several million dollars.

I am remaining connected with the

paper on an emeritus status editor and publisher.

I will continue to write Star Scribe Scribbles and occasional editorials.

We welcome Pierre Little to Ozark and wish him every success. I think he has some ideas to improve the newspaper in some ways.

During my tenure, I saw the newspaper printing change from a hot metal letterpress process to offset printing beginning in 1970. Several improvement measures during the offset printing era occurred in color pictures as well as colors in advertising. The Southern Star will continue to be published in Ozark under Pierre Little's ownership and management, and Christina Faulkner will remain as associate editor.

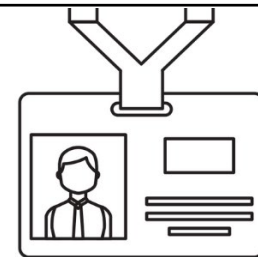
So, the era has ended after 154 years of being published by the Adams Family.

2022 Press Cards available

APA is pleased to offer full color Press ID Cards for members again in 2022. The customized ID cards feature the card holder's photo, as well as the newspaper's name and phone number.

The press card is driver's license-sized and printed in full color on durable

plastic so it will last all year without tearing or bending. Each member gets one card at no charge, and other can be ordered for only \$10 each. Cards can be ordered and paid for online via a secure server. To learn more and order, visit: [HERE](#).



Tuscaloosa News gets a mention on Jeopardy

In a recent segment of Jeopardy, the "answer" was: Though these are traditionally unsigned, the Pulitzers usually name the recipient, like Buford Boone of

The Tuscaloosa News.

The question: What are editorials?

Boone won the 1957 Pulitzer Prize for Editorial Writing for his fearless and

reasoned editorials in a community inflamed by a segregation issue—Aatherine Lucy denied admittance to the University of Alabama. You can read the editorial [HERE](#).

Mastering the Top 10 Critical Sales Questions

The Online Media Campus is starting 2022 off with a great session on sales from Ryan Dohrn. We all know we need to ask questions to understand our client's goals, but what are the best questions to ask?

What questions make clients mad?

What questions do Millennials hate? What questions are over-used and a waste of the clients' time? Ryan Dohrn will break down the 10 critical questions and explain the purpose behind each one in vivid detail.

Then you will have the opportunity to

share your best questions for everyone to discuss as a group. This is a mission-critical workshop for sales reps - even those that have been selling for years. Live Webinar. Friday, January 7 at 1 p.m.

[REGISTER HERE](#)

Sledge named 2021 Cason Award recipient at UA

Acclaimed author and journalist John S. Sledge has been named the recipient of the 2021 Clarence E. Cason Award in Nonfiction Writing.

The award was established in 1998 in memory of Clarence E. Cason, the first chair of The University of Alabama's Department of Journalism, now the Department of Journalism and Creative Media. Each year, the University bestows this honor upon a recipient with a strong connection to Alabama and whose writings, like those of the award's namesake, have made a critical contribution to the journalism and literature of the South.

"It is a privilege to be able to honor John

with this award," said Dr. Mark Nelson, dean of the College of Communication and Information Sciences. "He has made exceptional contributions to the field of journalism and is a true embodiment of all that this award represents."

Born in Florida, Sledge earned a B.A. in history and Spanish from Auburn in 1980 and an M.A. in history with a specialization in historic preservation at Middle Tennessee State University in 1982. Sledge began working as an architectural historian for the Mobile Historic Development Commission in 1985 and still works there today.

Sledge also took on the role of Book Page editor at the Mobile Register from

1996 to 2012, writing a column each week, many of which were collected as *Southern Bound*, and editing thousands of reviews, mainly Alabama-related books, by local reviewers, an enormous gift to the Alabama literary community.

Over time, his growing expertise led him to write books about Mobile's historic cemeteries, ornamental ironwork, Greek Revival architecture and then, expanding his range, *The Mobile River*, *These Rugged Days: Alabama in the Civil War* and *The Gulf of Mexico: A Maritime History*.

Sledge currently resides in Fairhope, Alabama, with his wife Lynn.

People

Stiefel named Fort Payne's Woman in Management recipient for 2021

The Fort Payne Chamber of Commerce recently recognized Linda Stiefel as this year's Woman in Management as part of their Women in Business annual luncheon.

Former Times-Journal Publisher Tricia Clinton-Dunne introduced Stiefel as the Woman in Management recipient.

Stiefel is the advertising manager at the Fort Payne Times-Journal. She has been with the Times-Journal since the late 80's making her mark in the community

through her dedication to her clients and engagement with fundraising and community event participation.

Mayer named editor in Athens

Tom Mayer is the new editor at the News Courier in Athens. He comes to Athens from Mountain Times Publications in Boone, N.C.

In his 24-year career, he has worked at newspapers in Mississippi, Florida, and New York. He holds a master's degree in English, and has taught in the college level.

Gossett new editor at the Journal Record

Peter Gossett has been named editor of the Journal Record in Hamilton. He was a staff writer at the Northwest Alabamian in Haleyville, a sister paper, prior to his promotion. He joined the Alabamian staff as a reporter and photographer in 2018.

Last year, Gossett was the recipient of an APA Journalism Grant for his article in the Black Coal Miner's Cemetery in Winston County.

Industry

The NMA and NNA agree to combine forces on postal, public policy

The News Media Alliance and National Newspaper Association, both long-standing newspaper advocacy organizations with Washington, D.C., area offices, have created a joint policy group to assist their members in the newspaper industry with postal issues and public policy.

NNA, founded in 1885 as Newspaper Editorial Association, will take the lead on postal issues, an area of expertise for its entire history. News Media Alliance, whose legacy organization was founded in 1887, will advise NNA on digital publishing policies, on which it has sharpened its expertise since the breakup of the Bell telephone companies in the 1990s.

As part of the agreement, the National Newspaper Association Foundation will

open its postal training tools to NMA members and NNA will assist in case-specific postal problems through its Postal Hotline.

NMA will continue to factor in the concerns of community newspapers in its advocacy on important industry issues like the Journalism Competition and Preservation Act, and the two groups will form a consultative task force to help the industry to speak with one voice on other critical issues, such as journalism and First Amendment advocacy. NMA manages the media industry's News Media for Open Government coalition, which includes organizations that lobby for government transparency. NNA is a founding member of NMOG.

The agreement's member-benefits offerings will take effect in January 2022,

and will feature training for newspapers and publishers in the use of Periodicals mail. Growing numbers of newspaper publishers are turning to mail delivery for distribution. Advocacy consultation has already begun.

NNA Chair Brett Wesner and NMA Executive Vice President & General Counsel Danielle Coffey said they saw this agreement as a powerful combination to create efficiency in newspaper industry advocacy and training.

"These are the two organizations that have been the voices for newspapers in Washington for more than a century, NNA representing the smaller newspapers and NMA the larger ones," Wesner, president of Wesner Publications, Cordell, Oklahoma, said.

forces continued on page 5

Industry

forces continued from page 4

"The demands and expenses of doing this work have accelerated in recent years, and we see that this trajectory is going to continue. It seemed to both of us that we could do a better job if we eliminate duplication and amplify our voices wherever possible."

"The News Media Alliance is pleased to partner with NNA to help amplify our voice on key shared issues of importance to our members," Coffey said. "We look forward to collaborating with NNA to help drive important public policy results that

will benefit local news publishers, as well as equip our members with resources and training to help navigate the changing postal landscape."

While NNA and NMA will handle the public policy side, the NNA Foundation's role will be the third leg of this innovative partnership, bringing a broad educational piece to the table.

"NNA Foundation has been accelerating its newspaper training programs all year," NNA Foundation President Matt Adelman, publisher of the Douglas (Wyo.) Budget, said. "We have periodic webinars on all sorts of subjects. This agreement will become part of our new Max Heath Postal Institute, whose

mission is to make newspapers and printers better users of the mail. NMA's members will be eligible to join us for this training. We look forward to working together."

The faculty for the joint training endeavors will be the Washington office and headquarters personnel for NNA and NMA, including Danielle Coffey, NMA executive vice president and general counsel; Lynne Lance, NNA executive director; Tonda Rush, NNA General Counsel; and Matthew Paxton, publisher of the News-Gazette, Lexington, Virginia, and Bradley Hill, president of Interlink Inc., a postal software company.

Obituaries

Cecil Hurt

Cecil Hurt, longtime sports columnist at The Tuscaloosa News, died Nov. 23, at UAB Hospital in Birmingham from complications from pneumonia.

Hurt, 62, joined The Tuscaloosa News in 1982 as a sports writer and seven years later became the newspaper's sports editor and columnist.

"In pro football, teams put a 'franchise' tag on their most valuable players, and at The Tuscaloosa News, Cecil was the franchise," said Ken Roberts, city editor of The Tuscaloosa News. "Our readers considered his column an essential part of being an Alabama football fan."

"I've attended Alabama football games for more than 30 years and many, many times I've overheard a fan in stands saying, 'I wonder what Cecil Hurt will say about this.' I think that shows the power of his skills as a writer."

"The University of Alabama has that slogan, 'Where Legends Are Made,' and whenever I see that I think, 'The only legend I've known personally is Cecil Hurt.'"

"Cecil passed peacefully while

surrounded by family and a close friend," according to a statement released on behalf of Hurt's family. "Please keep Cecil's family in your prayers as they cope with his passing."

"His family sincerely appreciates the outpouring of support shown to Cecil throughout this process. They would also like to thank the doctors, nurses and staff at UAB ICU for the exemplary care and compassion they provided to Cecil and his family."

A 1981 graduate of the University of Alabama with a degree in English and a minor in psychology, Hurt was born in Tuscaloosa and grew up in Huntsville and graduated from Butler High School. At UA, he worked as a student assistant in the sports information office during the latter years Paul W. "Bear" Bryant's coaching career. His father played football at Alabama and was a coach and special education teacher in Tuscaloosa and Madison counties.

During his career at The Tuscaloosa News, he covered Alabama football, basketball, baseball and other sports. He

was part of The Tuscaloosa News team that won a Pulitzer Prize for coverage of the 2011 tornado that devastated Tuscaloosa and surrounding areas.

In 2019, he received the Mel Allen Media Award from the Alabama Sports Hall of Fame. He was named the National Sports Media Association's Alabama Sportswriter of the Year in 2016 and '19. He won more than a dozen top 10 national awards from the Associated Press Sports Editors in categories including column writing, breaking news and project reporting, and received numerous state honors from the Alabama Sports Writers Association, Alabama Press Association and Associated Press Managing Editors.

He was also honored several times with national awards for his column writing by the Associated Press Sports Editors, as well as for breaking news reporting and project reporting.

Hurt is survived by his mother Carol Messina of Sugar Hill, Georgia; brother Cary Hurt and his wife Aimee of Huntsville; and sister Caren Hidgon and her husband Ray of Cumming, Georgia.

Columns

Meaningful meeting reports demand substantive leads



by Jim
Pumarlo

Newspapers smartly are promoting their roles as government watchdogs to reinforce their strengths in the fractured media landscape. I join the chorus: Vibrant coverage of public affairs is at the foundation of vibrant communities. The theme was underscored

in a couple of recent webinars.

What do you lose without a community newspaper? As one editor noted, announcing candidate filings, explaining the whys behind a proposed bonding project, calling

leads continued on page 6

Columns

leads
continued from page 5

attention to salary hikes for public officials – these stories and more collectively bind together communities.

Another editor succinctly said: “To sustain democracy, you need people who care about facts and want to read facts. That’s what we’re here for.”

To no surprise, I find myself nodding in agreement with observations on the importance of delivering relevant public affairs coverage, especially the workings of local government where community newspapers have a ringside view. The strongest meeting coverage boils down to three steps: Alert readers; report the decisions; interpret the actions.

For many newspapers, meeting reports represent the lion’s share of their public affairs coverage. That demands extra attention to produce stories that educate and engage readers.

The first step is to write leads with substance. It’s disheartening to see so many examples that miss the mark. The governmental bodies remain nameless to protect the guilty.

- The county board held a public hearing and special board meeting to discuss the tentative plan for county and municipal redistricting, ultimately passing it. (The report was void of any specifics of the plan.)

- Below is the agenda for the city council meeting. (Meeting advances are a great way to preview important topics to provide background information and engage the public. This report failed on all counts by simply reprinting the agenda.)

- The school board met to discuss a districtwide levy, member wages and more. (The lead gave no indication of any decisions made.)

- At the school board meeting, the superintendent touched on the district’s current COVID-19 data. (The news was buried halfway into the story: The district had seen a gradual increase in positivity rates with no spikes or outbreaks.)

Reporting on government meetings has its own set of challenges. Sessions can last hours, and you are tasked with turning around timely and relevant reports.

Reporters must prepare. Review agendas in advance and gauge the importance of each item to readers. Which stories likely warrant front-page display? Which ones can be enhanced by a photo and/or graphic? Whose voices should be included in your reports – in other words, track down and include the reaction of those affected by the actions taken.

Above all else, avoid chronological reports. Initial items on many agendas can often be ignored.

I hear the arguments that readers today want to be entertained – that we must stop force-feeding them with public affairs reporting, especially reports of meetings. The hill is even steeper to climb with recent polls showing Americans’ confidence in elected leaders has dropped to a new low. But I firmly stand my ground. I still read newspapers to keep abreast of public policy and its impact on citizens’ everyday lives.

The detractors are absolutely correct if meeting reports read like the above ex-

amples. Few people will get beyond the first paragraph.

Public affairs coverage can be interesting, relevant and even entertaining. I fondly remember two experiences when I sat behind the editor’s desk.

Our newspaper led an editorial campaign to unseat four incumbents in their re-election bid to the city council. Fresh voices filled the letters column, and all four were unceremoniously retired. Among the most gratifying comments came from a YMCA staff member: “I used to first turn to the sports pages. Now I turn to the editorial page.”

And this comment from an advertiser after we carried an expose on the local economic development director. “Let me know the next time you’re going to carry such a big story. I want my ad in that edition.”

Public affairs coverage – specifically, meeting reports – can be informative and grab attention. It takes work, and that’s especially challenging in newsrooms operating with diminished resources. These stories will not be accomplished, however, without the support of management willing to invest the time and money to train editors and reporters. Most important, I believe these stories are essential to the livelihood of community newspapers.

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.

Are you changing your website?

APA currently has 60 newspapers participating in our Digital Network, where clients can run ads on premium news sites all around the state. It’s a great way for advertisers to promote themselves across Alabama and for members to make some revenue. We appreciate our participating members!

This is usually the time of year when papers look to do upgrades or change servers and/or platforms for their websites. If your papers participates in our Digital Network, please let us know if you plan to make these types of changes so we can send new codes for you to place. This will ensure that the Digital Network ads continue to show up on your sites through this transition.

If your paper is not participating but wants to, please contact Leigh Leigh: leigh2@alabamapress.org, and she can set you up to start in 2022.

Columns

Catch more customers for your advertisers



*Ad-libs
by John Foust*

My friends Mark and Sandy invited me to spend a couple of days in a vacation beach condo they had rented, about a month before their first child was born. Mark and I decided to do some fishing, so we bought some shrimp to use as bait and waded into the ocean, which was unusually calm and flat that day.

We stood there for several hours in waist-high water. Mark knew a lot more about fishing than I did, but neither of us caught a fish. He may have had a nibble or two, but I ended up with nothing but a bad case of sunburn. When we sloshed our way back to the shore, I still had my original shrimp on my hook. Mark told me that even though the fish weren't biting that day, my odds would have improved if I had kept fresh bait on the hook.

It was a little embarrassing, because I should have known better. If I were a fish, I

certainly wouldn't be interested in a shrimp that had been hanging around that long. That lesson applies to advertising, as well as fishing. It pays to make a fresh offer to your target audience.

Imagine how your newspaper might deal with the problem of long-time advertisers who run the same ads in every issue. They are loyal to the paper, but it doesn't help them at all to let their ads get stale. It's the advertising version of Groundhog Day, without the classic Sonny and Cher alarm clock song.

Let's say that one of those advertisers is a hardware store which has been running the same small ad for several years. The headline simply reads, "Big discounts on hardware." There is no illustration, just a logo and contact information at the bottom. To remedy the staleness, the account rep could suggest a series of ads, with each one featuring an offer on a specific product. This creates an opportunity for seasonal offers. In the Spring, a sequence of ads could feature a lawnmower and various gardening tools. In the Fall, there could be a leaf blower. Since each ad spot-

lights one product, an illustration would be a natural fit. And along the way, there is a possibility of co-op money from individual manufacturers. That would increase the hardware store's budget, which would allow them to run larger ads.

Or how about the vacuum cleaner store which runs the same small ad with a generic headline in issue after issue? You could use the technique here, too. Just create a series featuring an offer on one type of vacuum in each ad. The cumulative message would be what the advertiser intends – "we're your local source for vacuum cleaners" – but the delivery would be more effective.

Everybody wins. Advertisers get more business. Readers learn about good deals. Manufacturers benefit from the publicity. And your paper creates happier advertisers and better looking pages.

It all adds up to quite a catch, doesn't it?

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

Help Wanted

Full-Time Reporter - Montgomery, AL

Alabama Daily News is seeking an energetic and organized reporter to cover state government and politics for its website, daily subscriber email and member newspapers across the state.

Alabama politics is fertile ground for enterprising reporters and we're seeking a driven journalist who can write daily stories as well as in-depth projects. Alabama Daily News coverage includes state and congressional elections, the governor's office, the Legislature and various state agencies, including education, Medicaid and prisons. Deep-dive reporting opportunities range in topic from mental health services to state revenue trends. The Legislature's four-month session early each year is a particular focus of ADN and our readership.

Our motto is "What happened, why it matters and what's next." The ideal candidate can answer those questions with every story they write. We seek a reporter who can take proposed policy and tell readers how it will impact them.

An ideal candidate will have some news writing experience and a degree in journalism, political science or related subject. Source building and identifying good story ideas are key to this job.

Social media acumen and basic photo

skills are also required.

Send resume and clips to editor Mary Sell at reportersell@gmail.com.

Multimedia Journalist - Wetumpka, AL

The Wetumpka Herald is looking for a talented multimedia journalist to join our young and progressive staff. In addition to our award-winning weekly print edition, we are expanding our digital platform by exploring the limits of digital coverage. We need a dedicated and innovative storyteller to maintain our strong brand in Wetumpka and help expand our digital footprint as well.

The Herald is an award-winning newspaper but COVID-19 has accelerated our transformation into a multimedia platform with print, video, social media, interactive web offerings, and innovative and creative ways to reach our audience. Our digital product is quickly becoming the focus in our community as page views and revenue has grown dramatically. We want to leverage that with a smart, creative and driven person who can help us continue to blend the various platforms into a cohesive community news source. We need a talented journalist who understands the possibilities and isn't afraid to try new approaches to improve coverage not only through print, but also video, audio, infographics, and social media. Most

importantly, we want someone who will help us constantly grow and adapt our approach in the service of better storytelling.

While experience in journalism is crucial, we want a candidate who is committed to giving our audience the best possible coverage of the community by leveraging all the tools at our disposal.

If you are willing to develop new skills to tell stories across multiple platforms in new and interesting ways, we want you in Wetumpka. We may be considered a small paper, but we view that as an opportunity to try unique ideas and take big swings.

We don't just want to put our news online; we want to create an indispensable print and digital news product that tells the most complete version of every story, big or small, in our community.

If you think you can help us do that, send your resume, cover letter, and recent work samples to Kaitlin Fleming at kaitlin.fleming@alexcityoutlook.com.

For more information on the above listed positions and others [CLICK HERE](#) to view the APA Help Wanted page - updated frequently.

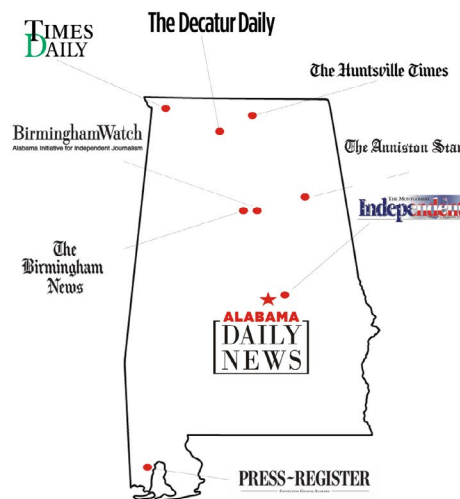
ALABAMA DAILY NEWS

Editors & Publishers:

Do you miss the days of having a reporter dedicated to state government and political coverage? Do you want to run regular stories about what's happening in the Legislature and the greater political landscape with a localized angle?

If the answers are yes, your newspaper needs to subscribe to the **Capitol News Service** from **Alabama Daily News**. Now in its fourth year, the Alabama Daily News team of **Todd Stacy**, **Caroline Beck** and **Mary Sell** provides timely, meaningful news for readers at an affordable price for publishers. The service is not meant to compete with the Associated Press, but rather to complement and supplement its coverage for outlets that subscribe to both.

Eight newspapers statewide currently subscribe to ADN's Capitol News Service:



CONTENT OFFERINGS

- At least three daily stories each week on activity from the House, Senate, committees, Governor's Office, executive agencies, Congress or campaigns;
- If needed, stories can be localized with quotes from legislators in the subscribing paper's area, along with other relevant information (how they voted, etc.);
- A weekly enterprise story from going deeper into topical issues;
- Photos from the State Capitol and State House.

For story samples & rates contact Publisher Todd Stacy at todd@aldailynews.com or 202-815-3863.

www.ALDailyNews.com