

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION
JANUARY 2016

Important Dates

Online Media Campus

*Social Journalism: The
keys to connecting with your
audience*

Friday, February 12

Presenter: Dr. Carrie Brown,
City University of New York

*Personalizing the
Customer Journey*

Thursday, February 18

Presenter: Allan Barmak,
The Barmak Group

Hall of Honor
January 30, 2016
Auburn, AL

2016 APA Journalism
Summit
February 18-19, 2016
Tuscaloosa, AL

2016 APA Summer
Convention
June 16-18, 2016
Sandestin, FL

Cox and Moore will receive APA Lifetime
Achievement Award

Pulitzer-winning co-author of 'Race Beat' will
speak at Troy University next on Feb. 11

Summit to feature first-ever
Alabama Products Showcase

APA Journalism Summit program recognizes
Alabama Pulitzer winners

Hall of Honor set for
Saturday, Jan. 30

Gulf State Park convention center
challenged in lawsuit

Series available for young readers



Alabama Press Association
Alabama Newspaper Advertising
Service Inc.
3324 Independence Drive
Suite 200
Birmingham, AL 35209
(205) 871-7737
(205) 871-7740 (fax)
www.alabamapress.org

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Cox and Moore will receive APA Lifetime Achievement Award



Jim Cox

APA President Tommy McGraw announced recently the recipients of the 2016 Lifetime Achievement Award. Honorees are James B. (Jim) Cox, publisher of The East Lauderdale News in Rogersville, and Horace Moore, publisher of Mid-South Newspapers based in Haleyville.

Jim Cox began his working career in 1970 after graduating from Florence State University, now University of North Alabama. He taught math and English at Lauderdale County High School, and at the same time worked at the East Lauderdale News where his wife, Phyllis, also worked. Jim bought the paper from Morgan Beasley Thompson, and in 1977, became the full-time editor and publisher.

In his almost 40 years in that role, Cox has covered all parts of life in the northwest Alabama community of Rogersville. His newspaper is known for its charm and human interest stories. He particularly enjoys interviewing World War II and Vietnam veterans.

Outside of his newspaper work, Cox served three terms on the Rog-

ersville Town Council, on the board of Riverbend Mental Health Center, and is a member of the Rogersville Jaycees, and a member of the First Baptist Church of Rogersville.

Jim and Phyllis have two sons, Brady and Wesley, and they are proud that both are part of the family business.

Horace Moore is a native of Winston County and started his newspaper career in 1964. His company, Mid-South Newspapers owns two bi-weekly newspapers, the Northwest Alabamian in Haleyville and the Journal Record, which has offices in Hamilton and Winfield, and three weekly newspapers, the Times-Record in Fayette, the Pickens County Herald in Carrollton and the Winston County News in Double Springs. His company also operates a large grocery store commercial printing operation, produced by the company's three presses.

Moore is known for his innovation and belief that technology advances work efficiency and quality.

see **Lifetime Achievement** pg 3



Horace Moore

Lifetime Achievement

from pg 2

His newspapers were among the first to use Apple computers, and he

quickly ditched the darkroom when digital cameras came on the scene. He will also put on coveralls and fix the press when there is a break down.

His service to the community goes beyond his newspapers. He co-founded the Industrial Association of Winston County to help bring industry to the area, and in 2003 was named Citizen of the Year by the Haleyville Civitan Club. He and his wife, Patty, are members of the New Prospect Baptist Church. He also is currently

an active member of the Winston County Deputy Reserve.

Horace and Patty have two sons, Shane and Mike. Mike is the general manager of the newspapers.

The honorees will be recognized at the APA Journalism Summit on Feb. 18, 2016, at the new Embassy Suites in downtown Tuscaloosa. A registration form for the Summit is enclosed. Also visit the convention website at: <http://winter.alabamapress.org>.

Pulitzer-winning co-author of 'Race Beat' will speak at Troy University on Feb. 11



Hank Klibanoff

Journalist Hank Klibanoff, a Florence native who co-wrote a Pulitzer Prize-winning book about press coverage of the civil rights movement, will speak Feb. 11 at Troy University. Alabama journalists and the public are invited to the event at 10 a.m. in the ballroom of the Trojan Center. Admission is free.

Klibanoff and Gene Roberts wrote "The Race Beat: The Press, the Civil Rights Struggle, and the Awakening of a Nation," which won the 2007 Pulitzer Prize in history.

Klibanoff's topic for the symposium will be "The Race Beat: Then and Now."

He is a professor of journalism and director of the Georgia Civil Rights Cold Cases Project at Emory

University (coldcases.emory.edu), for which undergraduates are examining unsolved or unpunished racially motivated murders.

"The Race Beat," published in 2006 by Knopf, describes the roles of the black press, the Northern press, the Southern liberal and segregationist press, television and photojournalism in awakening the American conscience through coverage of the civil rights struggle in the South from the 1930s through the late 1960s.

"The book is rich with stories of reporters overcoming obstacles to obtain and report the news," said Steve Stewart, a Troy assistant professor of journalism. "It describes the influence of emerging technology, especially TV news. And it shows the cruelty

that segregation imposed on black Southerners as well as black reporters.

"It shows us how good journalists do their work and what a difference they can make."

Klibanoff worked 36 years in newspapers in Mississippi, Boston, Philadelphia and Atlanta, where he was managing editor for news of The Atlanta Journal-Constitution. He lives in Atlanta.

His first taste of professional journalism came in 1970, when he worked a summer at the Florence Times-Tri-Cities Daily as a reporter.

Klibanoff earned his bachelor's degree in English at Washington University in St. Louis and his master's in journalism at the Medill School of Journalism at Northwestern University in Evanston, Illinois. Both universities have honored him as a distinguished alumnus.

Troy University's M. Stanton Evans Symposium on Money, Politics and the Media is named for a Troy faculty member who was a national columnist, commentator, book author and editor of the Indianapolis News. Stan Evans held the university's Buchanan Chair of Journalism from 1980 until his death in 2015.

More information is available from Stewart at ssstewart71298@troy.edu or 334-672-3192.

Summit to feature first-ever Alabama Products Showcase

The 2016 APA Journalism Summit will feature an Alabama Products Showcase on Thursday, Feb. 18 in Tuscaloosa from 4 – 8 p.m. The event will include the reception prior to the Lifetime Achievement banquet.

Companies from across Alabama will be on hand to display their goods. "We want to be a part of a statewide effort to promote Alabama products," APA Executive Director Felicia Mason said. "We hope our delegates will help build awareness among their readers of all of the diverse products we have right here at home." Participants include:

- Alaga Syrup
- G-Momma Cookies
- Revival Coffee
- Bama Wise
- Kelly Foods
- Orbix Hot Glass
- Back 40 Beer
- Black Belt Treasures
- Emerald Distilling
- Chicken Salad Chick
- Bourbon Pens



- Sonic Suitcase
- Initial Outfitters
- Conecuh Sausage
- Jala Jala Foods

The reception will also feature the

popular Wine Pull. Proceeds from the entire event will benefit the APA Journalism Foundation.

Make sure you are a part of the special event.

APA Journalism Summit program recognizes Alabama Pulitzer winners

APA is partnering with the Alabama Humanities Foundation to bring Pulitzer Prize winners to our programs to celebrate how their work has elevated our democracy, shaped our culture and improved countless lives. This is part of an effort by the Pulitzer Board to commemorate the centennial year of the awards. It is an opportunity to share the stories of their work across the nation, by initiating thought-provoking discussions in newsrooms, classrooms, libraries, bookshops, community theaters and beyond.

Pulitzer winners on the Summit program include Rick Bragg, Hank Klibanoff, Joey Bunch and Tommy Deas. Other programs include understanding your digital audience, producing video for your website, and a review of revenue opportunities through ANAS. And, there will be time to talk with journalism students from across the state throughout the day.

Hall of Honor set for Saturday, Jan. 30



Hollis Curl

Both inductees spent their career building stronger communities through their newspapers. You can read more about the Alabama Newspaper Hall of Honor inductees at <http://www.alabamapress.org/2015/12/17/two-weekly-publishers-will-be-inducted-into-the-hall-of-honor/>.

The Hall of Honor ceremony will be held at Auburn's Ralph Brown Draughton Library on Jan. 30, 2016. The program will begin with registration at 10 a.m. and the ceremony at 10:30 a.m. followed by a light lunch. If you have not received an invitation from Auburn and wish to attend, please call the APA office at 205-871-7737.

M. Hollis Curl, former publisher of The Wilcox Progressive Era in Camden, and Joel P. Smith, former publisher of The Eufaula Tribune, will be

inducted into the Alabama Newspaper Hall of Honor during ceremonies at Auburn University on Saturday, Jan. 30, 2016.

Both inductees spent their career building stronger communities through their newspapers. You can read more about the Alabama Newspaper Hall of Honor inductees at <http://www.alabamapress.org/2015/12/17/two-weekly-publishers-will-be-inducted-into-the-hall-of-honor/>.

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Joel Smith

Gulf State Park convention center challenged in lawsuit

Group calls project 'shocking misuse of restoration funds'

By Dennis Pillion, *al.com*

The Gulf Restoration Network, an environmental group based in New Orleans, has filed a lawsuit seeking to block the use of \$58 million in Deepwater Horizon oil spill recovery funds to construct a hotel and conference center at Gulf State Park in Gulf Shores.

The group claims that the Natural Resources Damage Assessment process is intended to repair damage resulting from the 2010 oil spill, and that rebuilding a conference center destroyed by Hurricane Ivan in 2004 does not qualify.

The project was put forward by the state of Alabama and approved earlier this month by the federal trustees. Those trustees – the Department of the Interior, the Environmental Protection Agency, the National Oceanic and Atmospheric Administration and the Department of Agriculture – are named as defendants in the suit.

"By approving this project, the Trustees have violated the public trust and the law," Cyn Sarthou, executive director of the Gulf Restoration Network, said in a news release. "The Alabama convention center is a shocking misuse of restoration dollars that could provide much needed resources to the Gulf's damaged ecosystem. "Our coastal communities depend on a clean and healthy Gulf, and these precious restoration dollars cannot be spent on pet projects that don't do anything to replace the natural resources we lost."

Specifically, the lawsuit alleges that the project violates the terms of the Oil Pollution Act of 1990, which outlines the NRDA process. The suit also claims that the project violates the National Environmental Policy Act, in that a full environmental impact statement for each project has not been completed, and that public feedback was ignored when considering the project.

BP committed to fund \$1 billion in

early restoration projects through the NRDA process before its full liability for the spill is determined in court. The trustees approved 44 projects totaling \$627 million across the five Gulf states, with Alabama's convention center project garnering the most criticism. Other approved projects include barrier island restoration in Louisiana and Mississippi, sand dune restoration, oyster cultch projects, living shorelines to control erosion and provide wildlife habitat, and artificial reef projects.

"The business of restoring the Gulf in the wake of the BP disaster is an urgent matter, and we need to start moving forward on the other quality restoration projects proposed by the Trustees," Sarthou said. "Nobody seriously thinks building a convention center makes up for damage to the Gulf. The Trustees didn't take a sincere look at how to really use this \$58 million to fix real damage, and it's clear they had already decided to

The group claims that the Natural Resources Damage Assessment process is intended to repair damage resulting from the 2010 oil spill, and that rebuilding a conference center destroyed by Hurricane Ivan in 2004 does not qualify.

fund this project long before the public had an opportunity to weigh in."

According to the record of decision produced by the trustees, the

see lawsuit pg 6



#newspapersthive

Lawsuit

from pg 5

Gulf State Park conference center will "provide partial compensation for recreational services lost as a result of (Deepwater Horizon) injuries to the natural resources of coastal Alabama" and "while minor adverse impacts to some resource categories may occur, no major adverse impacts are anticipated to result."

Robert Wiygul, one of the lead attorneys for the Gulf Restoration Network, said the trustees did not seriously consider alternatives to the convention center project.

"A Natural Resource Damage trustee is supposed to look out for the public, and make sure that the public resources taken by an oil spill are replaced," Wiygul said. "There weren't any convention centers damaged by the BP disaster. If the trustees had really looked at the alternative ways to spend this \$58 million, it would have been clear that this money should go to real restoration like building habitat and protecting land."

BNC Editorial Contest information has been mailed to all papers.

The information for the Advertising Contest will be sent soon.

If you need additional forms or information, please call the APA office or visit <http://www.newspapercontest.com/alabama>.

Make sure your newspaper is updating AlabamaLegals.com every time you publish an issue

The screenshot shows the AlabamaLegals.com website interface. At the top, there's a navigation bar with links like Home, APA Members, Contact the Staff, Alabama.gov, and Newspaper Login. Below this is a search bar with fields for County, Newspaper, Start Date, End Date, and Keywords. The search results table displays columns for ID, DATE, COUNTY, NEWSPAPER, and HEADING. The results show several entries from the Selma Times-Journal and Jacksonville News, all dated 11-24-2015, with headings like LUTHER ROLAND JONES, JUSTIN FOX, and PUBLIC NOTICE. A sidebar on the right contains a red box with the text "Let Public Notices come to you!" and a link to "Click here to find out how to set up your own searches, and have results e-mailed to you every day for one low monthly fee."

Code of Alabama [Section 6-8-60](#) states:

Designation of newspaper for publication of notice; publication requirements.

(b) All publications required by any law, mortgage, or other contract to be published in a newspaper must be published in any newspaper printed in the English language which has a general circulation in the county, regardless of where the paper is printed, if the principal editorial office of the newspaper is located within the county and which newspaper shall have been mailed under the publication class mailing privilege of the United States Postal Service from the post office where it is published for at least 51 weeks a year. The newspaper shall, without additional charge, also upload legal notice publications to a

The newspaper shall, without additional charge, also upload legal notice publications to a statewide website established and maintained by an entity having the capacity and ability to receive and upload notices from a majority of newspapers in this state.

statewide website established and maintained by an entity having the capacity and ability to receive and upload notices from a majority of newspapers in this state.

Any newspaper which also publishes a website in its own name shall also post legal notice publications on an Internet website published by the newspaper without additional charge.

**Viewers and subscribers
have come to heavily
rely on this information!**

AlabamaLegals.com

Series available for young readers

The National Newspaper Association Foundation is offering newspapers an opportunity to reach out to young readers again this year with "Window to the Past," a free 8-chapter serialized story that looks back at the founding of the Girl Scouts in 1912.

This is the eighth year that the NNA Foundation has offered community newspapers the opportunity to take advantage of a free serialized story through the Reading Across the Nation campaign. The goal is to have young readers across the nation reading inside their community newspapers in 2016.

"Window to the Past" is produced by the Missouri Press Foundation. In the story, a young girl named Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low.

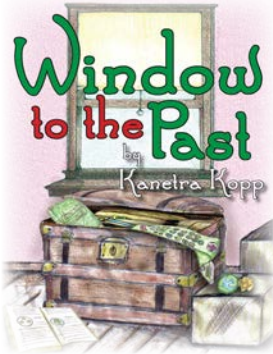
Each chapter in this 8-chapter story includes a newspaper activity. The companion guide is a terrific tool for teachers and may be used by Girl Scout leaders to help meet some Girl

Scout badge requirements.

"Window to the Past" is available from January through June, 2016. The story is available at no cost during that time through a special partnership between NNA Foundation and the Missouri Press Foundation.

If your newspaper is interested in participating in the Reading Across the Nation project and publishing the serialized story, visit www.mo-nie.com and use download code: nnaread to access the files. When you log in using the download code, you will be provided several files to download, all in PDF form.

If your newspaper needs help planning, promoting or publishing



Reading Across the Nation 2016

Join young people inside their newspaper

Written and Illustrated by Kanetra Kopp
Produced by the Missouri Press Foundation



Read "Window to the Past" only in your newspaper!

Young Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low more than 100 years ago.

"Window to the Past," a new serialized story coming to your newspaper, will inspire young readers to seek out the interesting stories that can be found in their own families' histories.

Newspapers across America are connecting young readers to their communities and improving reading skills with the Reading Across the Nation Project from the National Newspaper Association Foundation.

Read "Window to the Past" only in your newspaper. To download the companion educator guide, with activities that tie to some of the badge requirements for Girl Scouts, visit mo-nie.com and use code: **nnateach**.

"Window to the Past," contact Dawn Kitchell, NNA's Newspaper In Education liaison, at (636)932-4301 or dawn.kitchell@gmail.com.

Come join us!

Join AU's School of Communication and Journalism for our annual Communication and Media Career Day on Tuesday, March 8, from 9 a.m. to 3 p.m. in the Auburn University Student Center.

We are offering a reduced registration fee of \$150 if you register by Friday, Jan. 29.

Registration is \$200 after Jan. 29.

Our school has almost 1,000 majors in communication, journalism, media studies and public relations. There is no cost for students to attend. Our May graduates will be looking for employment and all of our majors are required to complete an internship before graduation.

We will see a very strong student turnout.

Here is a link to the event details and information on how to register: <http://auburn.edu/career/employers/events/cmcd.html>.

Employers will set up their tables from 8 a.m. to 9 a.m. in the Student Center ballroom.

Students will browse the tables from 9 a.m. to 10 a.m. and sign up for individual interviews with employers who match their interests. Employer interviews with individual students will take place from 10 a.m. to 3 p.m.

The employer registration fee includes morning refreshments, \$10 meal card to purchase lunch at the Student Center Chick-fil-A, one table and promotion on marketing materials associated with the event.

People

David Magee has been named vice president, ventures, a newly created position at Alabama Media Group. He has worked at AMG since 2013 and has served in roles for both the print and digital content teams, most recently as the company's senior director of content.

In his new role, Magee will serve as publisher of Birmingham magazine, in addition to working as executive producer of Amazing Alabama – an original documentary series that is currently under development.

Magee is the author of a dozen non-fiction books, including profiles on some of the world's most prominent CEOs and brands. He has worked as a top editor at print and online publications in New York and Mississippi, and is a former advertising agency executive and business

owner.

Alabama Media Group President Tom Bates said the new position will help Alabama Media Group become an even stronger player in the media landscape.

Longtime reporter, **Alvin Benn**, recently received the Alabama Farmers Federation Communication Award. Benn, who currently works for the Montgomery Advertiser, began his career in 1964 with the United Press International. He has worked at papers in Selma, Alexander City and Decatur in Alabama before joining the Advertiser in 1980.

The USS Alabama Battleship Memorial Park, an APA associate member, recently announced the retirement of **Bill Tunnell**. Tunnell served

as executive director of the park for the past 19 years, and attended most APA conventions.

Former Battleship Commissioner and Army General Janet Cobb assumed the duties of executive director at the first of this year.

The Selma Times-Journal added two new employees recently. They are **Chelsea Vance** and **Emily Enfinger**.

Vance is a native of Detroit, Mich., and grew up in Orrville. She has a degree in journalism from Alabama State University.

Enfinger grew up in Grand Bay and attended Auburn University. While in school, she worked as a photo editor for The Auburn Plainsman and a freelance photographer for The Opelika-Auburn News.

Briefs

Community Newspapers Holdings, Inc. recently opened a Washington, D.C., news bureau. The Montgomery based company owns newspapers, websites, and other niche publications in more than 120 markets in the Midwest, South, and Northwest, including The Cullman Times, The News Courier in Athens, The North Jefferson News in Gardendale and The St. Clair News-Aegis in Pell City.

CNHI's senior vice president for news said that the Washington bureau will work closely with CNHI statehouse reporters in covering the

interaction between federal and state governments.

Bluegrass Newsmedia, LLC, a new Kentucky entity owned by Carpenter Newsmedia, LLC, (CNL) and managed by Boone Newspapers, Inc. (BNI), has completed its purchase of The Advocate-Messenger in Danville, The Winchester Sun, The Jessamine Journal in Nicholasville and The Interior Journal in Stanford from Schurz Communications, Inc., (TSCI) of South Bend, Ind.

The purchase, which was announced in December, was finalized

December 31.

CNL is an affiliate of BNI, with offices in Natchez, Miss., and Tuscaloosa, Ala. Todd Carpenter, of Natchez, is BNI's president and chief executive officer, and is principal owner of CNL.

The Auburn Villager is the latest Alabama newspaper to add an online edition to its weekly printed newspaper.

An annual subscription will cost \$10, and readers can sign up for a 90-day free trial.

Industry

Paper Lions: Why hyperlocal newsweeklies are making a quiet comeback

On the corner of Oakland and Asheville in Hendersonville, N.C. – behind a used-car dealership where banged-up late-model sedans sport “AS IS” stickers and sub-\$4,000 price tags – sits an 812-square-foot trailer that houses what just might be the future of local print journalism.

The Trailer of Truth, as it's known in these parts, is world headquarters

of the Hendersonville Lightning. The 2,000-circulation, 75-cents-per-issue newsweekly has actually been growing, albeit slowly, every year since it was founded in 2012 by veteran newsman Bill Moss. Sitting at his desk on a cloudy late-autumn afternoon, he unfurls the latest issue.

“The alltime-record-setting 88-pager,” says Moss, 61, leafing through

pages packed with headlines such as “Bright’s Creek to Open Upscale Berretta Gun Club” opposite ads for local retailers like Bargain Barn. “There it is—read it and weep.”

There has been much weeping over the media business in recent years. Ravaged by the recession –

see **Weekly Comeback** pg 9

Weekly Comeback

from pg 8

and the advent of free online news and classified ads – once-mighty dailies like the century-and-a-half-old Seattle Post-Intelligencer have moved online exclusively; in 2010 the Washington Post Co. sold Newsweek for \$1.

The new media landscape includes a few national papers like the New York Times and the Washington Post up top while the middle – ambitious regional papers and alt weeklies – has disappeared. Hyperlocal newsweeklies can survive at the bottom: the Lightning boasts margins of 12% to 14% on revenues nearing \$300,000, thanks to small-town ad sales and \$45 yearly subscriptions. “Papers with thriving retail rural markets are outperforming and growing profits,” says Max Heath, the National Newspaper Association’s Postal Chair.

In New York City, Straus News’ free neighborhood papers – Our Town, Our Town Downtown, the West Side Spirit and the Chelsea News (combined circulation: 60,000, most delivered to doorman buildings) – are similarly profitable, with annual revenues up 20%.

“It’s not a get-rich-quick scheme,” says publisher Jeanne Straus, who acquired her city papers for a low seven-figure sum in 2013. “But it’s a perfectly good business.”

Newsweeklies can be acquired for the price of a vacation home—the going rate is about one times annual sales, a number that ranges from the mid six figures to the low seven figures for publications in the 2,000 to 20,000 circulation range. Though building a new one can be as risky as constructing a sea-level Florida bungalow, it can also pay dividends, financial and otherwise.

Moss learned this lesson through trial and error. He graduated from the University of North Carolina at Chapel Hill with a journalism degree in 1976 and started out as a reporter for the Marshville Home, whose namesake had two traffic lights and two newsweeklies. “Two stoplights was the right number for the traffic, but two newspapers was one too many,” says Moss. “Mine was the one that didn’t make it, which we knew when our paychecks bounced.”

Moss caught on with the nearby Thomsville Times and leapfrogged to increasingly large papers before landing at the St.

Petersburg Times. In 1998 the New York Times Regional Newspaper Group hired Moss to edit the daily Hendersonville Times News (now his main competitor). But after 12 years, in the depths of the recession, he was laid off. To pay the bills, he took a job as a consultant “fixing broken newspapers” across the Southeast.

“I would come home on weekends, and people would say, ‘Bill, you’ve got to do something about the news.’ ‘Do what about the news?’ ” he recalls saying. “‘Have a wreck on the highway? Commit a triple ax murder?’ ”

On the contrary, his friends suggested he start a paper of his own. The more Moss thought about the idea, the more he liked it. He could write, edit and take photos; he also knew the costs of running a newspaper. Finding investors was another matter, so he decided to take a two-week community college course: How to Write a Business Plan.

In early 2012 he printed 20 copies of his plan at Staples SPLS +0.00% and used them to raise \$70,000 from nine investors, adding another \$50,000 of his own. That was enough to make his first hires – a few freelance writers, a full-time designer, an advertising director, a part-time distribution associate and himself as publisher and editor – and to secure office space in the Trailer of Truth (current rent: \$650 per month). All he needed was a name – and lightning struck.

“Try to forget it,” says Moss with a chuckle. “If I said, ‘Herald,’ maybe. If I said, ‘Observer,’ maybe – but ‘Lightning’ – you remember that.”

The first issue, a 40-pager, debuted on May 9, 2012. Moss quickly picked up 1,150 paid subscriptions and launched a free website. Today his hyperlocal focus allows him to charge shops and restaurants up to \$500 for a full-page ad; government agencies and law firms pay \$1.18 per line for notices, while classified ads run \$8 for 25 words. It adds up: On top of his \$60,000 salary, his 60% ownership in the paper – and this year’s expected sales of \$300,000 – means Moss should take home close to six figures.

To be sure, the media landscape is littered with examples of failed publications of all sizes, and even plucky newsweeklies have been unable to return to their pre-2008 heights. Networks like Patch.com have tried, with little success, to take over the hyperlocal news game by hiring freelancers to crank out 250-word stories remotely. Says Straus: “Local news, done well, is not scalable.”

“You’ve really got to go out and meet the people,” adds Kyle Pope, a Wall Street Journal veteran who now edits Straus’ Manhattan papers. “It’s not like, ‘Let me read the Twitter accounts of the five peo-

ple who are big shots in the neighborhood and write a story about it.’ Which is, frankly, what some of these online outlets do.”

Buying or starting a local newsweekly isn’t for the faint of heart (or wallet). But for someone looking to shift a modest portion of assets into something fulfilling and potentially profitable, it’s still probably a better business proposition than opening a restaurant or an antique store – especially if financial rewards aren’t the only goal.

“Reporting is the most important thing,” says Moss. “And if I go out of business, I go out of business. But that’s what I think about when I wake up.”

This story appeared in the December 28, 2015 issue of Forbes.



We need your help stocking the Wall of Wine for our annual wine pull fundraiser benefiting the APA Journalism Foundation.

The proceeds from the wine pull go to fund internships, scholarships, and grants for high schools and college journalism programs.

How you can help? To make the fundraiser successful, member newspapers are asked to donate bottles or cases of wine with a minimum value of at least \$15 per bottle.

Bring your donations with you to the Journalism Summit at the Embassy Suites in Tuscaloosa on Feb. 18th (donations should be left at the APA registration desk).

Don't have time to shop, or live in a "wineless" community? Use our "Shop for Me" option.

The event will take place at the Journalism Summit - Thursday evening, during the Lifetime Achievement and Alabama Products Showcase reception.

Virtual Reality: Adopting storytelling strategies and maintaining journalism ethics

By Lindsey Loving, Newspaper Association of American Communications Manager

The use of technology in reporting to create more impactful news has just taken a quantum leap. Newspaper media have begun experimenting with and are now integrating into their editorial strategies what is arguably one of the biggest technological advances in interactive storytelling to date: virtual reality.

The 360-degree video views provided by VR have the power to engage audiences in news stories like never before. Newspapers that are honing this technology include The Des Moines Register's coverage of the challenges faced by Iowa farming families in "Harvest of Change" and New York Times Magazine's powerful film, "The Displaced" calling attention to the issue of nearly 30 million children that have been uprooted from their homes through war and persecution.

see **Virtual Reality** pg 11

Digital Preservation Speaks VOLUMES



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Digitally preserve your newspapers and bound volumes



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Experience the Difference

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C. Elliot - Martin County Star Sherburn, MN

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AL2015

Virtual Reality

from pg 10

Newspapers' entrance into the virtual reality space has been gradual, as the technology currently requires a significant investment in time and resources to be successful, and it is not yet mainstream at the consumer level. But there are indications that this could be about to change. The popularity of VR headsets became apparent during a recent launch of Oculus Rift VR headsets that crashed the manufacturers' website. Despite initial interest, it is still uncertain whether consumers will ultimately be

willing to pay the hefty price tag (the Oculus Rift retails for \$599) in order to have a premium experience.

While VR allows for a new and exciting form of storytelling, it is important not to forget our responsibility to report and deliver news in a manner that is consistent with the ethics and integrity of comprehensive journalism. Objectivity and maintaining the true reality of the story are paramount.

Thinking about venturing into virtual? Here are a couple of important considerations for preserving journalistic integrity:

1) Think proactively about how shots will be composed (and how they will be edited later) so as to not alter or distort the truth. As the audience will be more present in the physical space, conscious efforts should be made to avoid disruption and intru-

sion by the journalist into the story. "Our stories can't be virtually true. They must be fully real," NPR News Chief and former New York Times Editor Michael Oreske wrote in a staff note that both praised and addressed concerns for virtual reality.

2) Not all topics will be conducive to VR. Reporters should first determine whether a story will be an appropriate fit for the technology. If so, then they should decide how to tell the story while being cautious of how the visual components will be received, as the VR medium may intensify the audience's reaction.

At its heart, great journalism – whether done through traditional means or through leveraging the latest technology – must be true to both its subjects and its audiences.

Six mantras for newspaper sales reps

By the editors of Media Life

These must seem the roughest of times for people who sell advertising space in newspapers, with so much doom about their future. But one thing reps need to keep in mind is that for all their troubles, newspapers are still seen by media buyers as a vital part of the media mix in any community. As much as anyone, and a lot more than many, they'd like to see newspapers rebound and reinvent themselves. What follow are tips from media buyers to help newspaper reps compete in this new, tougher environment. These tips have been culled from reader surveys over the years, as well as from industry analysts and insiders.

1) "Let me tell you who reads my newspaper."

You may be selling ad space in your newspaper, but the advertiser is buying your readership, and your readership is your greatest single asset on a sales call.

Newspapers are the medium of choice of people who matter in any community: These people own businesses, own homes, pay taxes, vote and have children in school. Those are the people advertisers most want to reach. You can't know too much

about those people. The more you know, the better you'll be at selling them.

2) "My newspaper can boost your sales. I can prove it."

Listen to a digital sales rep and you'll hear a stream of numbers. Are the numbers any good? Who's to say, but they serve to explain the major reason digital is exploding and newspapers are suffering.

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver.

Worse, they simply don't sell advertising that way. The irony is that driving sales is the one thing newspapers are particularly good at.

So get the research going. Get testimonials where you can. Make the argument.

3) "I'm a believer. I believe in my paper, I believe in newspapers."

Selling newspaper advertising these days has to be heart-breaking. So many think newspapers are dying or already dead, and what advertiser wants to invest in a publication that's on the verge of extinction?

But you have to believe. If you

don't believe, you'll sell fewer ads. You'll also do deals you shouldn't, giving in to cockamamie demands. You can become a believer by mastering mantras one and two: Know your reader and be able to prove advertising in your newspaper can deliver.

4) "I can sell against anyone. Bring it on."

The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business; each silo had its slice of media dollars it could call its own.

Digital came along and blew the silos down. Now everyone competes for every scrap of business. To sell in this new environment, you need to know your paper but you also need a deep understanding of your competitors' strengths and weaknesses. All have weaknesses.

Catalog all the arguments against newspaper advertising and marshal arguments knocking down each.

Put yourself in the position of the advertiser facing five choices. How does he choose? How do you help him choose? By understanding all five choices.

see **Mantras** pg 12

Mantras

from pg 11

5) "Yes, I know what's in my paper because I read every page of it."

The worst thing a rep can do on a sales call is flub a simple question about the paper. It looks dumb. You come off as not caring, and in front of someone who you want to invest ad dollars.

Assume the person you are selling to reads the paper every day and has for years.

You need to read the paper every day and be able to discuss what's in it. You, the rep, are likely that advertiser's one human link to the paper. You are, in his or her mind, the publisher, editor, favorite columnist, despised columnist and delivery boy, all wrapped into one. Their engagement in your paper is a blessing. Put it to work for you.

6) "I will stay ahead of the curve of change in media."

What is true one day may not be true the next, and vice versa. Such is the nature of change. For all the fore-

casting done in media, the sad fact is we are invariably taken by surprise by the biggest developments. Who anticipated social media? Or Google even?

Newspapers have had a rough slog this past decade or so. But that could change tomorrow, or next week, the result of this or that development in the media marketplace.

You need to know about it in order to sell with it.

The only way you are going to know about it is if you closely follow not just newspapers but all media: radio, TV, out of home, direct mail and of course all things digital.

So stay tuned in.

Congressional action is needed to preserve small-town mail service

From NNA

If Congress does not act quickly to reform the U.S. Postal Service, small-town America can expect a further slow-down of the mail, said Chip Hutcheson, publisher of The Times-Leader in Princeton, KY, when he testified to a U.S. Senate committee Jan. 21.

Hutcheson, president of the 130-year-old National Newspaper Association, told the Senate Committee on Homeland Security and Governmental Affairs that the closing of many mail processing plants by the troubled Postal Service over the last decade has already hurt mail service, which in turn damages local economies. He said a survey of his 2,300-member association of community newspapers indicated more than 92 percent said they have had recent problems getting newspapers through the mail on time. Nearly half report problems with First-Class or Priority Mail as well. NNA represents community newspapers, including more than 2,000 weeklies that largely depend upon mail distribution to reach readers.

Congress has been trying since 2008 to reach agreement on legislation to help the Postal Service address falling mail volumes, but still serve every household in America. Postmaster General Megan Brennan

testified that the Postal Service had incurred \$56.8 billion in net losses since 2007.

The testimony was offered by NNA in a hearing called by Committee Chair Ron Johnson, R-WI, entitled "Laying Out the Reality Of the Postal Service." Johnson and his committee are being asked by a coalition of businesses that use the mail and of postal workers to prevent further mail cutbacks.

Sen. Thomas Carper, D-DE, has introduced the Improving Postal Operations, Service and Transparency (iPOST) Act, to prompt action on Capitol Hill. Hutcheson told the committee the bill could serve as a foundation for congressional action this year, but urged Congress to act before April, when USPS finances are expected to worsen by \$1 billion because of a court-ordered postage rollback.

One aspect of iPOST is to end the double-funding of retiree health benefits for postal workers, both funded by postage payments. iPOST would shift postal retirees onto Medicare upon retirement, to which postage-payers contribute on workers' behalf. A separate federal health care package for postal workers is also supported by postage payments. USPS employee groups have supported the

shift to Medicare integration to help USPS address its financial troubles. By streamlining the payments, USPS would no longer be required to pay into the separate benefit fund, mailers would not have to support a dual track system and more money would be available to support postal operations.

Hutcheson said the change would give the Postal Service the relief it needs to keep the mailing system fluid and effective without damaging taxpayers. He objected to the current funding mandate, which he said makes small businesses like his contribute extra postage payments while struggling to provide benefits for their own workers.

"The taxpayers have benefitted for some years now by our extra postage obligations. It is time for Congress to end this unfair hit on small businesses," he said.

Finding financial solutions for USPS such as the Medicare integration is critical, Hutcheson said, so that more service cutbacks can be avoided, which he called particularly damaging for smaller communities.

Hutcheson addressed the digital divide, in which a third of rural residents do not have broadband service.

see **Mail Service** pg 16

Facing a tough call? Talk it out

Newspapers routinely face challenging decisions. Should we run this photo? Should we accept this ad? Should we report on every monthly meeting of a local activist group?

An editors' hotline regularly raises these and many other issues. As you might expect, the opinions vary widely depending on the circumstances and an editor's perspective. Consensus is frequently reached through a thread of e-mails – and, more often than not, a healthy minority opinion is delivered, too. That shouldn't surprise. There rarely is a one-size-fits-all response.

The discussions are always enlightening, forcing everyone to rethink positions and crystallize their arguments.

The hotline underscores one of the most important steps for editors when setting policies for ethical and challenging circumstances: Have a conversation with as many people as possible; you have more resources than you might realize. For example:

Quiz your staff: Whether you have a newsroom of two or 10, get the take of other reporters. Two opinions are always better than one.

Go beyond the newsroom: Your newspaper family – your co-workers in all departments – often represents a cross-section of the community. Their feedback is as valuable as the instincts of your reporters.

Connect with the community: Most editors have their “kitchen cabinet” – key individuals in the community that you connect with on a regular basis. As time permits, seek their perspectives. Who you

connect with may well vary with the specific issue at hand.

Consult your peers: Short of weighing in on an editors'



by
Jim
Pumarlo

hotline, take the pulse of individuals you respect in the business. They have all had their share of difficult decisions and are usually more than willing to be a sounding board.

Know your legal rights: State and federal laws dictate what information you can access, which can be a key ingredient in your decision. Many state press associations have a legal hotline; you should have the number memorized. Setting policies for tackling the tough and challenging stories involves three steps: Develop the policy. Implement the policy. Explain the policy.

The more effort you put in the process, the more dividends you'll reap for your newspaper and your readers. Talk with staff. Talk with community members. They may not all tell you what you want to hear, or even agree with your final decision, but you'll earn their respect for seeking their opinions.

We also must be realistic. Many decisions must be made on the spur of the moment and on deadline. Editors don't always have the time or luxury to seek the feedback of others.

That said, newsrooms should regularly set aside time to

brainstorm how to approach those challenging decisions that inevitably will come your way. Do you report suicides? What's your approach to coverage of sexual abuse charges and the subsequent trial? Do you identify high school athletes missing a contest due to violations of high school league or school district rules? Do you publish photos of fatal accident scenes? Do you accept ads that many readers may view as offensive? Do you publish all letters to the editor?

In the end, the editor makes the final call. There rarely is an absolute “yes” or “no” on what to do. As is frequently the case when facing ethical decisions, there often is more gray than black or white.

That's all the more reason that editors should take the final step in setting policies: Explain your decision in a column. Most important, your column should not try to convince readers that you made the “right” call. Rather, you should outline what went into the decision – assuring them that you put serious thought and time into how to approach the sensitive circumstance.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

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Happy New Year, doggonit

Happy New year. I often wonder at what point on the calendar is it mandated you stop saying that. For some, 2015 was a year to remember. To others, one to forget.

A few days before New Year's, I found myself standing in line at the bank. The teller was asking each customer if they were ready for 2015 to be over. She asked me the same question. "You're really looking forward to 2016, huh?" I asked. "Nope", she said, "Just ready for this year to be over." I mean, what do you say to someone like that? God forbid you should ask what happened in 2015 to make it so horrible. I've tasted my foot quite enough, thank you.

2016 had an interesting start for me. A few days ago, I pulled into the cul-de-sac and there they were. My wife and daughter playing fetch with a golden retriever. Problem is, we don't have a golden retriever. The last time I went away for any extended length of time, I came home to "Luke." Luke is a sheltie my girls got while I was at a conference in Tunica, MS. Luke barks. A lot. And it's the kind of bark that vibrates the very marrow in your bones. So you can imagine the thoughts that went through my head at the sight of another, and much larger, dog running through my yard.

Turns out, this one was a stray. And it hasn't been the first one my girls have befriended. I'm convinced that every time a stray dog shows up on a neighbor's doorstep, they just ignore the animal, knowing that eventually it will make it's way over to 1705 Hillcrest Circle. Apparently

I run a sanctuary city – only for stray animals. And my girls will not allow deportation, just recovery by the proper owner.

So immediately the talk turns to searching for the owner. My



Ad Vice
by
Brad English

wife and daughter spring to their laptops and begin posting "dog found" messages on facebook pages. I, on the other hand, opt for the more traditional, tried and true method of scribbling "Come get your dog" on three pieces of paper. I leave them to their digital devices while I scramble to tape the paper notices to the nearest neighborhood stop signs.

It became somewhat of a contest, albeit a brief one. Which method would be most effective? New-age digital? Or the ink-on-paper method?

Doesn't take long to find out. Within 10 minutes we received a call. Seems the owner saw my sign and wanted his dog back. I quickly told him he could have his dog, but only if he took his dog's new found friend, Luke. (Hey, I had to try.)

Strike another win up for the value of simple ink on paper. It might not be sexy, but it still works. I'm reminded of that memorable line in the James Bond thriller "Skyfall" – "Sometimes the old ways are the best."

As we enter the new year, we all will be looking for new ways

to create revenue streams, refine and improve our print and digital products, and maximize and motivate the efforts of those around us. It's no different at APA.

We're re-focusing our efforts on our networks, specifically as it relates to providing our member papers with the tools and knowledge they can use to up-sell their customers. In 2016, we're targeting some major advertisers who have lost their faith in print or, perhaps, never believed in newspaper advertising to begin with. A few years ago, we had success in joint sales calls with publishers from around the state. We'll do that again. And we're already planning regional meetings that will be part sales training, part digital discussion, and part re-connecting with those who have made this association one of the strongest in the country.

It's important to remember that no matter how 2015 ended for you, or how 2016 has started, the best days can still lie in front of us. We know the value of print to our advertisers – and to those neighbors who have missing dogs. And I believe even the most old-schoolers among us will admit and recognize the impact digital advertising can have on a campaign. By understanding and developing the proper model that blends the two together, 2016 may indeed be the happy new year we all hope for.

Brad English is advertising manager for APA. He can be reached at 205.871.7737 or email him at brad@alabamapress.org

Say "I do" to the creative process

Advertising is a business which is fueled by creativity. Once you get a handle on how to get ideas – ideas that work – you'll have a big advantage over the competition.

No matter how much you sell, it all comes down to how much your ads will sell. When the ads get results, your advertisers will be happy. And when they're happy, they'll keep running ads.

If you've ever recycled old ideas because you couldn't think of anything better, maybe it's time for a new approach. One way to generate ideas is to look elsewhere for a spark. For example, my wife and I recently went to a wedding. Along the way, she mentioned the old British rhyme about things that a bride is supposed to wear: "Something old, something new, something borrowed, something blue." A saying as simple as that could provide the starting point for a new advertising idea. Let's take a look:

Something old: Think history. If an advertiser has been in business for a number of years, that can give you plenty of inspiration. You can use vintage photographs from their files to demonstrate a sense of tradition and stability. You can feature a side-by-side comparison of their first building and their current building. ("Look how

we've grown. And it's all because we have a commitment to our customers.") You can even feature a quote from the company's founder – with a tie-in to their continuing business philosophy.



Ad-libs
By John
Foust

Something new: Although the words "new and improved" have become an advertising cliché, the general concept has been around for a long time, because it is effective. Consumers like newness – as long as it's relevant.

What is new with your advertisers? Do they have new products? Have new features been added to old products? Do they have new services? New locations? New hours of operation? Is there new management?

If you use this technique, be sure to show how the new things are better than the old ones. Emphasize benefits.

Something borrowed: Why not find someone else to speak for your advertiser? A testimonial from a real life customer can be a powerful advertising message.

A testimonial adds a couple of important elements to an ad campaign. First, by featuring someone who represents the advertiser's target audience, a testimonial can help consumers identify with the company. Second, a customer can say things that wouldn't be believed if the advertiser said those same things. ("Their widgets are great" has more weight than "Our widgets are great.")

Something blue: Consumers get the blues. They have problems that need solving. Can your advertiser reduce energy bills? Or help improve students' grades? Or take the hassle out of building a custom home? Show people how your advertiser can solve a specific problem, and they will pay attention to the message.

This approach to creativity can be seen as a two-step process. First, get inside information about your advertisers, their products, their services and their customers. Then look for idea sparks from outside sources.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@john-foust.com

Mail service

from pg 12

Dependence upon print communications and the mail in general is heavy among minorities, the poor and in rural areas, he said. Where newspapers are concerned, the printed newspaper in the mail supplies the revenue to support the digital news that younger and more affluent readers may use.

"All of this makes the mail absolutely critical. In small-town America, we need it for medicines, to apply for

jobs, to vote and to receive the newspaper," he told the committee.

He commended the Postal Service for initiating a new study to measure on-time delivery for rural areas, and said NNA looks forward to the results of the study this year.

In April, USPS is under court order to lower postage rates so it is no longer collecting extra funds permitted during the Great Recession. The rollback is expected to deepen the agency's financial woes. Hutcheson said his organization had reluctantly concluded that the rollback should not occur and urged the committee to pass legislation in time to prevent it.

"NNA's support for suspending the

mandate to roll back postage rates in April is contingent upon the Postal Service's commitment to enact no further systematic service cuts and to live within its means without more exigency increases. To us, that translates into suspending further plant closings and continuing the postmaster general's commendable efforts to trim costs without risking more mail volume loss through service cuts," Hutcheson said.

A copy of the publisher's full statement is available at www.nnaweb.org.

Help Wanted

Editor for Weekly Newspaper in Southeast Alabama.

Editor sought for weekly newspaper in Southeast Alabama. The Opp News is a 3700 circulation weekly close to Florida beaches and is part of a small locally owned group. Great opportunity for a reporter/photographer with a couple of years experience in community newspapers or for an accomplished copy/layout editor looking for a change. Send resume to PO Box 870, Opp, AL 36467 or email to opppublisher@centurytel.net

Lifestyle Reporter

The Starkville Daily News is looking for a lifestyle reporter who is excited by the fast pace of our changing industry. This ideal candidate should have an interest in pop culture and current trends, from food and fashion to TV and technology, and home and gardening as well important topics such as faith, family and health. This reporter need to be a self-starter, highly organized, excited about generating story ideas through contacts and social media and able to work independently as well as collaboratively with other members of the news team.

We're looking for new ways to present information, in print and online. One - 2 years experience is preferred. Ability to meet deadlines and juggle multiple assignments a must. Candidate must be proficient with use of Mac, InDesign and Photoshop. The SDN, a Horizon Group newspaper, is published mornings seven days a week. Starkville is the home of Miss. State University, Mississippi's largest university. Send resume and samples of your work to Jim Gaines, Editor, Starkville Daily News, P.O. Box 1068, Starkville, Ms. 39760, e-mail: editor@starkvilledailynews.com

Packaging and Distribution Manager

The Opelika-Auburn News has an immediate opening for a Packaging and Distribution Manager. This position is responsible for managing the mailroom and dock area which includes but is not limited to scheduling inserts and verification of insert schedules, maintaining employee work schedules that coincide with production schedules while maintaining overtime within the budget. This position oversees the hiring and training new employees. The ideal candidate must be mechanically inclined; have the ability to troubleshoot and find solutions to problems; must meet deadlines while producing a quality product; have excellent communication skills and be able to communicate professionally with internal and external customers; and must adhere to all company safety regulations. Previous mailroom supervision is preferred. EO/EM/F/D/V. Background screens required. Apply at www.bhmgincc.com

The Messenger (Troy, AL), Seeking Reporter

The (Troy, Ala.) Messenger, an award-winning five day community newspaper, is seeking reporter to join our award-winning newsroom. Ideal candidate will have a solid foundation writing as well as an understanding of using multiple platforms — print, digital, social media — to reach and engage our community. Photography, design and multi-media skills are a plus. We're home to Troy University and a growing and diverse economic base that includes tech, defense, transportation and manufacturing industries. The full-time position offers competitive

salary and benefits as well as opportunities to advance within the company. Compensation plan includes health and dental insurance, 401(K), paid life and disability insurance, retirement plan and paid holidays and sick leave. Send resume, work samples, resume and salary history to Stacy Graning, publisher: stacy.graning@troymessenger.com.

The (Troy, Ala.) Messenger, an award-winning five day community newspaper, is seeking a dynamic managing editor to lead our award-winning newsroom. Ideal candidate will have a solid foundation writing, editing and design and an understanding of using multiple platforms — print, digital, social media — to reach and engage our community. We're home to Troy University and a growing and diverse economic base that includes tech, defense, transportation and manufacturing industries. The full-time position offers competitive salary and benefits as well as opportunities to advance within the company. Compensation plan includes health and dental insurance, 401(K), paid life and disability insurance, retirement plan and paid holidays and sick leave. Send resume, work samples, resume and salary history to Stacy Graning, publisher: stacy.graning@troymessenger.com.

General Assignment Reporter – Selma Times

The Selma Times-Journal has an immediate opening for a general assignment reporter to help cover historic Selma, Alabama and the region known as the Black Belt of Alabama.

Reporters, in addition to writing news and feature stories, will also be asked to take photographs and participate in design of our daily morning daily. Photographers with strong writing skills also encouraged to apply.

Successful candidates should possess strong editing and organizational skills and be familiar with newspaper design programs, including Adobe InDesign and Photoshop, and be fluent in AP style.

The Times-Journal is just one of the products produced by Selma Newspapers, Inc. SNI is also focused on developing specialty niche products, such as our community lifestyle magazine, Selma The Magazine, and continued development of our digital presence.

Our company offers more than competitive salary and benefit packages, as we are an affiliate of Boone Newspapers, Inc., a community focused multi-media company headquartered in Tuscaloosa, Alabama that prides itself on producing quality products and quality people. Those who apply themselves, are productive and are willing to learn will be offered increased opportunities and advancement.

Those interested should send a non-returnable resume, with clips of stories and other work examples to Selma Times-Journal editor Justin Averte to justin.averette@selmatimesjournal.com.

Editor The Meridian Star- Meridian, Mississippi

The Meridian Star seeks an experienced editor for our top newsroom leadership position.

The editor is responsible for news and editorial content for our six-day, 8,000-circulation newspaper and related digital platforms.

Candidates need a collaborative management background, critical thinking skills, editorial writing ability and compe-

tency in coaching reporters and editors in reporting, writing, photography, video and social media journalism. We prize aggressive local news and sports coverage in print and online.

The editor directs a staff of nine full-time journalists and chairs the editorial board. This person is also a key member of the senior management team and has a strong voice in strategic initiatives undertaken by the newspaper.

In addition to the daily newspaper, The Star publishes a bimonthly magazine, a weekly TMC product and a website, www.meridianstar.com.

Meridian is often referred to as a strategic center of the south. It serves as a regional hub for manufacturing and health care. The city has two military installations, including a naval air station and Key Field, which is home to an Air National Guard wing. Meridian also features a campus of Mississippi State University and attractions, including the Riley Center, a theater, an art museum, a symphony orchestra and the Dentzel Carousel, which dates to 1896.

Interested candidates should send their resume, work samples of noteworthy journalism accomplishments, salary requirements and a cover letter explaining why they are qualified for the position to Terry Connor at tconnor@crhl.com.

General assignment reporter/online content producer

The Tuscaloosa News is seeking a general assignment reporter/online content producer. We are looking for an energetic, self-starter who can produce at least six to seven stories a week for print and the web, as well as occasional in-depth news, feature and investigative pieces. This reporter must possess excellent writing skills, including the ability to write clearly and accurately under deadline pressure, sound news judgment, proficiency with social media and be willing to work nights and weekends.

The ideal candidate also would have previous experience producing multimedia content for a daily newspaper, with photography skills, ability to shoot and edit video, basic knowledge of HTML and experience with content management systems. We are looking for someone, as well, who is committed to our role as government watchdog.

Assignments could involve traveling anywhere within our 10-county coverage area in west-central Alabama, or beyond, so a driver's license, reliable transportation and automobile insurance would be required. At least two years of daily newspaper experience is preferred, but we will consider recent college graduates with strong internship or college newspaper experience, or others with commensurate experience in journalism.

Tuscaloosa is home to the University of Alabama, Stillman College and Shelton State Community College, and its economy has consistently out-performed state and national averages. Send cover letter, resume and your best clips to Executive Editor Michael James, The Tuscaloosa News, P.O. Box 20587, Tuscaloosa, AL 35402-0587 or michael.james@tuscaloosaneews.com. No phone calls, please. Drug-free workplace — EOE.

Advertising Sales Consultant

Our media company is looking for an advertising sales consultant. The qualified applicant should be a well-organized, goal-driven, person who is trainable and

seeks the opportunity for advancement. The ability to sell different media in a fast-paced environment is essential. The sales consultant is expected to maintain existing accounts, develop new business and to consult with clients to develop an effective plan. The candidate must have excellent oral, written and interpersonal communication skills along with basic computer skills. Compensation includes a base weekly salary, aggressive commission plan, bonus plan, insurance, retirement plan, vacation, paid holidays and sick leave. The Daily Sentinel is an award winning media company that publishes a five-day per week newspaper and several niche publications. To apply please EMAIL a resume, cover letter, references and salary requirements using SALES REPRESENTATIVE as the subject line to: ken.bonner@thedailysentinel.com. Qualified applicants will be contacted for interviews.

Advertising Sales Consultant

If you are an experienced inside salesperson or a fast learning, phone friendly person with Inbound and Outbound sales experience we want to talk to you. Our dynamic media company has an immediate need for an inside sales consultant. Qualified applicants should be goal oriented, team players, well-organized and trainable. The ability to sell across several different media platforms is essential.

Compensation plan includes base weekly salary, aggressive commission & bonus plan, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, and paid holidays and sick leave. Shelby County Newspapers, Inc., is an award winning media company experiencing dramatic growth which publishes five hyperlocal community newspapers, two monthly lifestyles magazines, several niche products, and a variety of websites and other digital media. To apply, please EMAIL a resume, cover letter, references and earnings expectations using INSIDE SALES CONSULTANT as the subject line to: daniel.holmes@shelbycountyreporter.com. No phone calls, faxes or walk-ins, please. Qualified applicants will be contacted directly for interviews.

Editor for The Luverne Journal

Greenville Newspapers LLC seeks a community-minded, self-motivated person to join its team as editor of its weekly publication The Luverne Journal. Candidates must be proficient in all areas of reporting, editing, photography and pagination. This position requires an individual who loves to get out of the office and discover the news of our community, strong writing skills and the ability to work independently. Other duties will include weekly pagination of the newspaper and website and social media updates. Applicants should have a college degree in journalism or a related field and must be familiar with InDesign and Photoshop. The full-time position offers competitive salary and benefits, and opportunities to advance within the company. Compensation plan includes bonus opportunities, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, and paid holidays and sick leave. Send resume, work samples and references to Greenville Newspapers LLC managing editor Andy Brown andy.brown@greenvilleadvocate.com.