

# AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MARCH 2016

## Important Dates

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### Online Media Campus

*Train the Trainer:  
Creating top-notch training  
materials for your team*

Friday, April 8

Presenter: Amie Stein, Local  
Media Association

*Best Breakouts for Daily  
Reporting*

Friday, April 22

Presenter: Carlene Cox,  
GateHouse Media

*Advertising is NOT Marketing!  
Tips for the media marketer*

Thursday, April 28

Presenter: Stuart Arnold,  
Strategic Planning Specialists

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### 2016 APA Summer Convention

June 16-18, 2016

Sandestin, FL

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APA elects new officers and board  
for 2016

Do you need a postal statement review?

New publisher named in Jasper

Summit showcases Alabama products  
and talent

Scottsboro makes Newseum's Top 10  
twice in two weeks

Daily Home editor dancing for a good cause

Opelika-Auburn News finalist in  
Second Street Award

Revenue Resources Revisited

Public records come with stipulations

Birmingham Times sold

APA welcomes six new associate members

Troy University changes requirements  
for MBA program



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#### Board of Directors

Tommy McGraw, Chairman of the Board  
Sumter County Record-Journal  
Michele Gerlach, President  
Andalusia Star-News  
Scott Brown, First Vice President  
The Decatur Daily  
Kenneth Boone, Second Vice President  
Tallapoosa Publishers Inc.  
Robert Bozeman, The Evergreen Courant  
Terry Connor, The Cullman Times  
Bob Davis, The Anniston Star  
Eddie Dodd, The Abbeville Herald  
Robert Granfeldt, Montgomery Advertiser  
Horace Moore, The Northwest Alabamian  
Tim Prince, The Clanton Advertiser  
Russell Quattlebaum, The Southeast Sun  
Jim Rainey, The Tuscaloosa News  
Darrell Sandlin, TimesDaily  
Brad Shurett, The Daily Sentinel  
Steve Smith, The Dothan Eagle  
Joe Thomas, The Tri-City Ledger

#### APA Staff

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Brad English, Advertising Manager  
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Marketing Representative  
Chris McDaniel, Member Services  
Coordinator/Network Sales  
Dennis R. Bailey, General Counsel  
Scott Goldsmith, APA Accountant

## APA elects new officers and board for 2016



*New APA President Michele Gerlach with father Ferrin Cox*

Michele Cox Gerlach, publisher of the Andalusia Star-News, has been elected president of the Alabama Press Association. Gerlach succeeds Tommy McGraw, who became chairman of the board. She is the fifth woman to hold the office in the association's 145-year history.

Scott Brown, director of operations for Tennessee Valley Printing, was elected first vice president, and Kenneth Boone,

president of Tallapoosa Publishing Inc., was elected second vice president of APA.

Gerlach is a graduate of the University of Alabama with a degree in journalism, and is a vice president and group manager with Boone Newspapers Inc. She is the fourth generation of her family to work in community newspapers.

see **2016 APA Board** pg 3

## Do you need a postal statement review?

APA has contracted with community newspaper consultant Helen Sosniecki to provide 20 free postal statement reviews during the month of April. The audit will entail a basic analysis of the 3541 form and a call to the publisher to discuss the findings.

The program is limited to one newspaper per group. Publishers should provide a typical week's complete 3541 report, and include the following information:

- Paper frequency
- Paper circulation - broken out by mail, carrier and newsstand
- Base annual subscription rates

Sosniecki is a longtime Missouri newspaper owner and publisher, and most recently the senior sales and marketing manager at Interlink, a Michigan-based circulation-software company serving the community newspaper industry. She now consults on postal related issues for community newspapers across the country.

Please contact the APA office at 205-871-7737 or email felicia@alabamapress.org to sign up for your audit.

## 2016 APA Board

from pg 2

Gerlach grew up in the office of The Elba Clipper, the weekly newspaper owned by her parents, Ferrin and Heddy Cox.

While there have been four father-son APA presidents in the past, Gerlach and Ferrin Cox become the first father-daughter pair to claim that distinction. Cox was president of APA in 2005.

Gerlach has held many different positions within Boone Newspapers. She worked as a reporter for The Outlook in Alexander City, managing editor of the Franklin County Times in Russellville, and publisher of The Atmore Advance. She also worked for six years as director of public relations at Jefferson Davis Community College in Brewton.

New board members elected were: Eddie Dodd, editor and publisher of The Abbeville Herald, and Robert Granfeldt, publisher of the Montgomery Advertiser.

Members elected for a second two-year term are: Bob Davis, executive editor of The Anniston Star; Brad Shurett, publisher of The Daily Sentinel in Scottsboro; and Jim Rainey, publisher of The Tuscaloosa News.

Members remaining on the board are: Terry Connor, publisher of The Cullman Times; Joe Thomas, publisher of The Tri-City Ledger in Flomaton; Horace Moore, publisher of The Northwest Alabamian in Haleyville; and Tim Prince, publisher of The Shelby County Reporter in Columbiana.

The APA Journalism Foundation elected K. A. Turner, a director with Alabama Media Group, as president. Turner succeeds Jack McNeely, publisher of The Daily Mountain Eagle in Jasper, who became chairman of the board.

Turner is a graduate of the University of Montevallo. She worked at The Outlook in Alexander City and The Selma Times-Journal before joining Advance Publications, now Alabama Media Group. She has worked in Huntsville and Mobile, before relocating to Birmingham in 2012.

Rex Maynor, publisher of The Opelika-Auburn News, was elected vice president of the Journalism

Foundation.

Maynor joined the O-A News in 2013, from the NewsPress in Stillwater, Okla. He has worked at newspapers in Texas, Oklahoma, Mississippi and Kentucky.

New Foundation board members elected were: Jonathan Stinson, publisher of The Sand Mountain Reporter in Albertville; Anthony Cook, editor of The Daily Home in Talladega; Mitch Sneed, editor of The Outlook in Alexander City; and Randy Garrison, publisher of the Hartselle Enquirer.

Board members elected for a second two-year term are: Caroline Quattlebaum, co-publisher of The Southeast Sun in Enterprise; Tom Clifford, executive editor at the Montgomery Advertiser; Robert Jackson, director of operations for Consolidated Publishing; Denise DuBois, executive editor of The Citizen of East Alabama in Phenix City; and Dewey English, curator for Alabama Media Group.

Foundation board members remaining on the board are: Marc Johnson, vice president of The Arab Tribune; Johnny Adams, publisher of the Union Springs Herald; and Teresa Woodruff, general manager of The Moulton Advertiser.

# New publisher named in Jasper

*From Daily Mountain Eagle staff reports*



James Phillips

A Walker County native and 20-year veteran of the newspaper industry was introduced today as the next publisher of The Daily Mountain Eagle.

James Phillips, current publisher of The Star-Herald in Kosciusko, Miss., will replace Jack McNeely in late April as he transitions to the publisher's chair at The Herald-Citizen in Cookeville, Tenn., a sister publication of Walls Newspapers.

"I'm excited to be coming home to The Daily Mountain Eagle," Phillips said. "This newspaper holds a special place in my heart, because it is my hometown paper. It is also a location where I have spent much of my career."

Phillips is a product of the Walker

County School System who grew up in the Empire community. His family has called Walker County its home for more than five generations.

"Walker County is my home. It is a special place filled with amazing people," he said. "I look forward to being back in the community and working hard to help tell the story of our area through its 144-year-old newspaper."

Starting his newspaper career in 1996, Phillips worked his way through the Eagle sports department until 2001. After a stint as general manager at The North Jefferson News in Gardendale, Phillips returned to the Daily Mountain Eagle in April

see Phillips pg 4



# Summit showcases Alabama products and talent

The 2016 APA Journalism Summit, held last month in Tuscaloosa, has been described as simply "the best." The first-ever Alabama Products Showcase presented 17 Alabama companies displaying their products and services. During the four-hour reception, APA delegates tasted food and spirits, viewed wares from the Black Belt to North Alabama, and won door prizes provided by the showcase participants.

This is the year of "Made in Alabama," and APA is encouraging members to help promote all businesses in Alabama. The Alabama Publisher, produced by journalism students from the University of Alabama, features the participants of the



*Chicken Salad Chick was one of 17 Alabama companies showcasing their products at the opening reception.*

showcase, <http://winter.alabamapress.org/showcase>. Please feel free to use any of the material in your newspaper to promote these Alabama businesses.

The Alabama NewsCenter spon-

sored the showcase, along with a wine pull. Proceeds for the evening topped \$6,500.

APA partnered with the Alabama Humanities Foundation to present Alabama native Pulitzer Prize winners as featured programs for the Journalism Summit. There were more than 40 journalism students from across the state to hear these outstanding programs.

APA was honored to present the Lifetime Achievement Award to James B. (Jim) Cox, publisher of the East Lauderdale News in Rogersville, and Horace Moore, publisher of Mid-South Newspapers based in Haleyville.

## Phillips

from pg 3

2006 where he served as assistant managing editor, managing editor and editor until June 2013.

Since July 2013, Phillips has led The Star-Herald in Kosciusko to become considered one of the top weekly newspapers in Mississippi through its various awards and achievements.

"Throughout my career, I have realized the importance of a newspaper to its community," Phillips said. "In small towns throughout our country, the newspaper remains the trusted source for all things local. Jasper and Walker County are no exception. The Daily Mountain Eagle has a tradition of providing top-notch service to its communities, and we will continue to strive to provide a hyper-local product that our community as a whole can be proud to call its own."

Phillips has always been active in the communities he has served. He

is a former Rotarian, Kiwanis Club member and is currently a member of the Kosciusko Lions Club. He has served on numerous boards over the years and has received awards for community service and volunteerism.

"I believe in community. I believe it takes all of us working together to improve the quality of life in the area we call home," Phillips said. "My family and

I are looking forward to once again being active citizens of Jasper and Walker County."

Phillips and his wife, Andrea, are former Dora High School sweethearts who have been married for nearly 17 years. The couple has four children, Stone, 13, Breeze, 11, Daisy, 8, and Joy, 4.

## There are two types of people in this world

**People who read newspapers.**

**And people who blame the media for not covering anything.**



#newspapersthive



# Scottsboro makes Newseum's Top 10 twice in two weeks

The Daily Sentinel in Scottsboro has been featured twice in the last few weeks as one of the Top Ten Front pages as displayed at the Newseum in Washington, D.C.

Newspapers from around the world submit their front pages each day, and the Newseum selects 10 newspapers to feature in Today's Front Pages, an online gallery.

On Feb. 24, an eye-catching layout on the front page explored how various sleep positions affect the quality of sleep. Then, on March 3, the front page was devoted to wishing Dr. Seuss a happy birthday.

Editor Dewayne Patterson credits his graphic designer, Elizabeth Law, with the Newseum selections. "She has really been a benefit to our front page," Patterson said.

The Daily Sentinel has been selected seven times since 2014, and most have been with reader-generated content. "We stress getting the community involved with back-to-school photos, Halloween and Christmas photos with Santa," Patterson said.



## Daily Home editor dancing for a good cause

Daily Home Editor Anthony Cook will be among the contestants in "Dancing with the Dega Stars," a fundraiser benefiting the Alabama Council of the Blind. The event will be held on Saturday, April 2 in Talladega.

In the past, the event has consisted of exhibition dances by dance professionals. This is the first year they have added local talent to the competition.

Cook says it is very much like what you see on the television show, Dancing with the Stars. "I tried to say no at least four times, but this is for a good cause."

Cook's partner, Dr. Almeana Free, is a local doctor from Anniston. The dance duos are provided four sessions with a choreographer, and can purchase additional sessions. "We added two additional sessions with the choreographer, and practice on our own about twice a week," Cook said.

There are three ways the dancing

couples can win:

- 1) a panel of judges at the competition will award points
- 2) the audience will cast votes
- 3) votes received online

Online voting is open for the danc-

ers at [www.alacb.org](http://www.alacb.org). Votes cost \$1 per vote, and voting ends April 1, 2016.

Tickets to the event can be purchased online or at Griffins Jewelers or First Bank of Alabama in Talladega. Ticket prices are \$20 for general admission or \$50 for a VIP ticket which includes an after-event party at the AIDB President's Home.

The funds raised by this unique event

provided scholarships to visually impaired high school students and adults to prepare them for job opportunities in the workforce.

Go online and VOTE for Anthony!  
[www.alacb.org](http://www.alacb.org)



Anthony Cook (r) with partner Almeana Free



## Opelika-Auburn News finalist in Second Street Award

The Opelika-Auburn News was a finalist in the Best Sweepstakes category at the 7th annual Second Street Awards. Media companies from across North America and the EU

were honored in 26 categories for their outstanding contests, ballots, quizzes, and ecommerce programs. Second Street announced the finalists and winners during a webinar held on February 17, 2016.

The newspaper worked with Jewelry By Design, a jewelry store in Auburn, on the promotion recognizing



their 20th anniversary. Promotions for the giveaway ran on their website and social media platforms. There were three winners, but each entry received a free jewelry cleaner kit. A total of 439 entries were received.

Second Street is a provider of private-label online promotions platforms and partner success

services for media companies and brands that want to generate revenue, increase website traffic and build a database of loyal consumers. Based in St. Louis, the software solutions and partner support

enable companies to maximize customer engagement and convert website visits into revenue contests, sweepstakes and giveaways, deals stores and coupons, email and text messaging communications, and photo e-commerce and publishing programs.

## 2016 APA Summer Convention Hilton Sandestin Beach



**Save the Date**

**June 16-18, 2016**

## Revenue Resources Revisited



*Attendees of the Haleyville regional meeting*

The ANAS staff held the first of several regional meetings in Haleyville recently to discuss revenue opportunities available through the Alabama Newspaper Advertising Service. Staff members from across north Alabama gathered to learn or relearn about the multiple opportunities with statewide and regional display networks, digital ads and email offerings.

Ala-SCAN, the Alabama State-wide Classified Advertising Network, has been around for a long time, but new opportunities are available, and you can learn ideas for prospecting.

Why do sales people need to attend?

- Ads attract ads
- More opportunities for success for customers
- Ads make the product more attractive
- More money for the sales rep and for the newspaper

The next meeting will be held at The Clanton Advertiser on Thursday, March 24 from 1 – 3 p.m. If you are interested in attending, please contact the APA office at 205-871-7737.

## Public records come with stipulations

*By Justin Fedich*

*The Selma Times-Journal*

*This article was originally published in The Selma-Times Journal on March 15, 2016*

Sunshine Week is a time to recognize the importance of open government. One of the freedoms citizens enjoy is access to public records they feel are important to them.

In the city of Selma, the freedom of access to public records comes with stipulations.

Near the bottom of the city of Selma's public records form, which can be obtained from the city clerk's office, the person filing the public records request is asked to sign a statement acknowledging that he or she agrees not to use the information "to create a scandal; (for) improper use; useless purpose; and/or malicious purpose."

The rights of citizens to inspect and copy public writings, listed in Section 36-12-40 of the Code of Alabama, states that every citizen has access to

see **Public Records** pg 8

## The 2016 Membership Survey conducted by the Alabama Press Association will be emailed soon.

We are seeking your input on the value of the services offered by APA and ANAS and asking for suggestions on how we can improve and expand our services. As we chart the future course for our association, we want to provide you with the services that are most important to your newspaper operations.

If you have questions about the survey or want to add something that is not included, please contact Executive Director Felicia Mason: [felicia@alabamapress.org](mailto:felicia@alabamapress.org), or 205-871-7737.

## Public Records

from pg 7

no part of Section 36-12-40 that states what a person can or cannot do with the public information.

Dennis Bailey, general counsel of the Alabama Press Association, said the statement on the city of Selma's public records request form asking a person to sign an agreement to not use the information improperly or maliciously was wording he had not seen before.

"I've never heard of such language," Bailey said.

Other information listed on the form prompts a date of request and a purpose of request, as well as a fee of \$1.25 per sheet if asking for 20 or less pages of public information or \$1.75 if asking for 20 or more copies.

Bailey said the price to request a public record in the city of Selma was, in his experience, excessive.

"Generally, entities are not supposed to generate income from

the sale of public record copies. They're supposed to cover their cost, and if you can go across the street from the city hall and get a copy at the library or the drug store for 25 cents, that's pretty high," Bailey said.

City Council President Corey Bowie said he wasn't aware that particular language was in the public records form, but he plans to put it on a work session agenda and assign it to a committee to review. Bowie intends to be chairman of the committee.

"We would be willing to revisit the whole process," Bowie said.

Selma Mayor George Evans and Bowie both said the public records request form was made before each of them were in office. Evans said that before he was elected, citizens of Selma were using the public information to create drama, particularly around the time of elections.

During elections, Evans said the public records were used to slander elected officials.

"It was aimed at people who come and ask for information in order to undermine, disregard and neglect. That was what it was about during

that time," Evans said.

Since then, the language of the public records request form has not been changed.

When writing a purpose of request, Bailey said that any purpose should be sufficient, so long as someone's purpose isn't "idle curiosity."

While stating a purpose of request is normal for any public records request form, asking for a signature agreeing to certain stipulations is not as commonplace.

Bailey said he doesn't understand how a city government can expect anyone to agree to what is stated in the city of Selma's public records request form.

"You might as well put in there, 'you promise not to write anything bad about government,'" Bailey said.

In regards to the price to obtain public records at City Hall, Bowie said the price was "reasonable," and Evans said the price was "fair." Bowie said, however, that he may review multiple parts of the public records request form.

"I think it may be noteworthy that we review the pricing and also the language of it," Bowie said.

## Birmingham Times sold

*As Published by The Birmingham Times Media Group*

More than 50 years after founding the newspaper at the height of Birmingham's civil rights movement, Dr. Jesse J. Lewis, Sr. has sold The Birmingham Times to the Foundation for Progress in Journalism.

The Birmingham-based nonprofit foundation was founded in Lewis' honor two years ago with the goal of promoting journalism to minority students and others who have expressed interest in the field.

Under the foundation, the newspaper will function as a training ground for students and recent graduates pursuing careers in journalism, as well as maintain its

*"We look forward to giving readers and advertisers the great service they are used to, as well as evolving the brand for continuing a long, long life."*

*- Sam Martin, publisher*

historic commitment to diversity.

"This is a historic day for me personally," Dr. Lewis said. "I'm glad to see that The Birmingham Times will continue to live on. When I first published the newspaper in 1964 it was to give the Black community a much-needed platform. The need for that platform continues to exist,

so I am honored that The Birmingham Times will continue to exist."

The newly formed Birmingham Times Media Group, Inc. will operate as a for-profit subsidiary of the foundation. The sale is effective immediately. Readers and advertisers should experience no disruptions in service.

Samuel P. Martin has been named publisher of The Birmingham Times. Martin has held senior leadership positions in major media organizations, including chief advertising officer with the Boston Globe, and former president and

see **Birmingham Times** pg 9



## Birmingham Times

from pg 8

publisher of the Montgomery Advertiser. Martin will also continue in his role as FPJ's executive director.

"What Dr. Lewis has done in creating The Birmingham Times during the height of the civil rights movement and developing it into a thriving business is truly extraordinary," Martin said. "The impact that he and The Birmingham Times have had on the community cannot be overstated. We look forward to carrying on that legacy and evolving The Times for this digital age to serve generations to come."

Barnett Wright, a former senior reporter for The Birmingham News and AL.com, will be The Birmingham Times' executive editor.

Martin and Wright are planning to launch a redesign of The Times in spring 2016.

"Dr. Lewis is a newspaper icon who can never be replaced," Wright said. "Our team is looking forward to a redesign of this venerable publication that will include a variety of new content in areas ranging from news and enterprise reporting, to health and finances, to entertainment and sports. We will serve both print and digital

audiences."

Wright, an award-winning reporter throughout his career, is the author of the book "1963: How the Birmingham Civil Rights Movement Changed America and the World." Wright is also former managing editor of The Philadelphia Tribune, the oldest continuously published African-American newspaper in the United States.

"We look forward to giving readers and advertisers the great service they are used to, as well as evolving the brand for continuing a long, long life," Martin said. "I look forward to personally meeting with readers and advertisers to hear what they want and need. Our strategy could be a model for the continued success of historic, treasured African-American newspapers all across the country."

The Foundation for Progress in Journalism was established in 2013, with seed funding from the Alabama Power Foundation, in part to honor Dr. Lewis and the 50th anniversary of the start of The Times.

Since it began, FPJ has placed 10 interns – three in 2014 and seven in 2015 – at media properties throughout the state. It has also provided a summer training session to more than 30 high school journalism advisers.

The purchase of The Times is FPJ's most significant move yet to generate more opportunities for student and professional journalists.

"The Alabama Power Foundation is proud to support FPJ," John O. Hudson III said. Hudson is president

of the Alabama Power Foundation and vice president of Public Relations and Charitable Giving for Alabama Power. He is also chairman of the FPJ board of directors.

"The Times has been a training ground for African-American journalists for generations, and FPJ is committed to expanding opportunities for journalists to apply their talents at The Birmingham Times."

FPJ and The Birmingham Times Media Group have several initiatives planned for the next few months.

In February, FPJ opened its summer internship program for applications. Students can apply through the communications or journalism programs at colleges and universities across the state. FPJ's media partners have included Alabama newspapers, and television and radio stations. For information on how a media entity can host an intern or how a college can participate, email [info@foundationforprogressinjournalism.org](mailto:info@foundationforprogressinjournalism.org).

In April, FPJ is planning to partner with Investigative Reporters and Editors, Inc. for a training session open to journalism professionals and students. The session will take place in Birmingham.

"We have some wonderful things planned," Martin said. "The Birmingham Times brand and FPJ's commitment to advancing journalism is a powerful combination that will be a real difference-maker for the Birmingham community."

## APA welcomes six new associate members

The APA board of directors approved six new associate members at its meeting last month. They are:

**Alabama Mountain Lakes Tourist Association** – a tourism association to promote and facilitate travel to and within the 16 counties of North Alabama. The president and CEO is Tami Reist, and their office is located in Decatur. <http://www.northalabama.org>

**Cahaba Sun** (Trussville) – a monthly community newspaper published in Trussville, and is a partnership between Starns Publishing and The Trussville Tribune. The general manager is

Matthew Allen.

**U. S. Space & Rocket Center** – a permanent exhibit to showcase Alabama's contribution to America's space program. Home to Space Camp, Aviation Challenge Camp, and Robotics Camp, the U.S. Space & Rocket Center (USSRC) is the largest spaceflight museum in the world. Brenda Carr is the vice president of development. <http://rocketcenter.com>.

**Tennessee Valley Authority (TVA)** – generating electricity and providing economic development and environmental stewardship in north Alabama. Gail Rymer is the director.

The agency is based in Knoxville, Tenn.

**Millbrook Record** – a weekly newspaper covering Elmore and Autauga Counties. Sarah Stephens is the editor. <http://www.elmoreautauganews.com>.

**GoPro Event Solutions** – an event planning service based in Birmingham. Melissa Beck is the special events project manager. <http://goproeventsolutions.com>.

We welcome these new members to the APA family.



Black Belt Treasures at the Alabama Products Showcase



Michele Gerlach, Jim Boone



Wesley Cox, Phyllis Cox, James Cox, Brady Cox



Joey Bunch speaks to delegates and students at lunch

## 2016 APA Journalism Summit



New APA President, Michele Gerlach



Bo Black, Tracy Estes, Horace & Patty Moore,  
Tracy & Mike Moore, Doug Sanders



Tommy Deas , Hank Klibanoff, Joey Bunch



Initial Outfitters at the Alabama Products Showcase

## Troy University changes requirements for MBA program

Effective for fall 2016, the MBA program at Troy University has reduced the number of pre-requisite courses required to enter their program. Currently the program requires 9 pre-requisites it will change to four come August. The four courses are:

FIN 3331- Financial Management 1  
ACT 2291- Principles of Accounting 1  
ECO 2251 or ECO 2252- Principles of Macroeconomics/Microeconomics (either one of these is acceptable; both are not required)

QM 2241- Business Statistics 1

Students can take these courses through the self-paced modules or as



regular classes.

APA is a partner with Troy University's

Corporate Partnership, allowing tuition discounts to all employees of the Alabama Press Association member newspapers. Discounts are applicable to all Troy University degree programs (undergraduate and graduate) and certificate programs at all university locations including eTROY online offerings.

If you have any questions or concerns, contact Jessica A. Kimbro, Director of Graduate Admissions, 11 Adams Administration, Troy University, Troy, Alabama 36082 or (334) 670-3178

### People

**Ty West** has been promoted to editor-in-chief of the Birmingham Business Journal.

West joined the BBJ in 2006 as special sections coordinator. He was named associate editor in 2007 and managing editor in 2010.

As managing editor, West led the day-to-day operations of an award-winning newsroom, including a publication-record 19 Alabama Press Association awards last year. Among them was recognition for best local

economic coverage, best business story and best website.

West is a 2005 graduate of the University of Alabama and a native of Florence. He and his wife, Rachel, have two sons, Luke and Elliott.

**Jack McNeely**, publisher of The Daily Mountain Eagle in Jasper since 2012, has been named publisher of the Herald-Citizen in Cookeville, Tenn. Both The Daily Mountain Eagle and the Herald-Citizen are part of Walls

Newspapers based in Birmingham, Ala.

McNeely has served on the APA Journalism Foundation board since 2013, serving as president last year.

**Walter Butler** has joined the staff at The Atmore Advance as an ad sales rep and photographer. He is a native of Bayou La Batre, and has spent many years in wholesale lumber sales in the Florida panhandle.

### Industry

## PNRC files comments opposing EPA proposal to eliminate public notice in newspapers

The Public Notice Resource Center (PNRC) recently filed comments urging the Environmental Protection Agency (EPA) not to deprive the public of newspaper notices relating to the approval of permits under the Clean Air Act (CAA). EPA is considering notifying the public about CAA permits only on a government website.

PNRC was joined in the comments by 43 other organizations, including the Alabama Press Association, representing newspapers and journalists throughout the country.

On Dec. 29, EPA announced its intention to reduce the public notice it currently provides in connection with most CAA actions by eliminating the requirement that the notices run in local newspapers near the potential sources

of pollution EPA is planning to approve.

"If EPA moves forward with this proposal, it will increase the likelihood that the people who stand to feel the greatest impact from its decisions will be left in the dark until it's too late," said Bradley L. Thompson II, president of PNRC. "The Agency's determination to inform citizens about its plans by posting notices in obscure corners of its website isn't sufficiently transparent. It is especially unfortunate when pollsters tell us people are suspicious of Washington. Keeping these notices local, in places where readers will find them, is a good way to combat public cynicism."

PNRC's comments note that EPA based its proposal on the mistaken assumption that citizens affirmatively

seek public notices and will regularly visit its website to learn about its plans. PNRC also notes that for over 200 years lawmakers have required public notices to be published in newspapers because they offer the best opportunity to reach local, civically engaged readers who are most likely to have a personal interest in the plans and activities described in the notices.

PNRC is a nonprofit organization that provides research and public education materials on the use of public notice in newspapers. It is supported by contributions from newspaper organizations throughout the U.S., including members of the American Court and Commercial Newspapers and most state press associations.



# Alabama Publisher

Winter 2016

Volume 69, Number 1



Download the Alabama Publisher to find out more  
about these Alabama companies and their products

[www.alabamapress.org](http://www.alabamapress.org)



Black Belt Treasures  
CULTURAL ARTS CENTER  
*cultivating art*



A Simple Concept.  
A Superb Experience!



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We have a limited number of printed copies available by request, contact the APA office.

# Newspaper inserts drive consumers to action

*From Newspaper Association of America*

Nine out of ten newspaper readers make shopping decisions based on the insert advertising.

Recent independent research reveals that newspaper inserts continued to drive traffic for retailers this past holiday shopping season.

Two-thirds of newspaper readers either always or regularly look at inserts, according to Coda Ventures' Triad research, a Nashville-based research firm specializing newspaper research. Coda Ventures recently reported that fewer than nine percent of newspapers readers state that they "seldom or never" look at inserts. And, most important to advertisers, newspaper inserts drive action. Nine out of ten newspaper readers report that they take one or more of a broad range of specific actions after reading or looking at inserts.

Other recent research by Research and Analysis of Media (RAM), an international media research company, confirms the crucial role newspaper inserts play in consumer marketing. RAM data shows that nearly nine in 10 of media consumers use newspaper inserts. This is much higher than the usage of direct mailers.



Readers believe they find the best deals in newspapers. Sixty-five percent believe the best deals on products can be found in newspaper inserts. Only 39 percent believe direct mail deliver the best deals. In a fragmented media landscape, newspapers remain an advertising medium with broad audience and reach.

Over many years, a broad range of research has confirmed the trustworthiness and impact of newspaper advertising, including preprints and free-standing inserts (FSIs).

The enduring effectiveness of newspaper inserts also shows up with the continued growth in FSI print coupons. Kantar Media, a global media intelligence firm, documented that while there were fewer pages distributed this past year, there are more coupons per page containing higher value offers. According to Kantar, print coupons still remain a critical promotional tool. Nearly nine in 10 (87 percent) of all readers who use inserts clip and save coupons.

In the past year, new research provided greater clarity on just how actionable newspaper preprint advertising is — and how its impact remains strong, even as digital alternatives to sales circulars have emerged.

For advertisers, "When their boss comes to them with what the difference is in different channels and what's prompting customers to take action, it's a much more serious question these days," says Tom Robinson, chief marketing officer of Coda Ventures. "The overall levels of engagement, when you look at the normative data, speak very highly for newspapers as a medium."

## Crime reporters face similar transparency challenges as other journalists

Much like other journalists, crime reporters say Public Information Officers (PIOs) often make their jobs more difficult by creating barriers to agency experts who have information the public needs to know.

In two separate reports released by the Society of Professional Journalists recently as part of Sunshine Week, crime reporters and police public information officers were asked about their perceptions of media control efforts, use of social media, body camera footage and public records.

The survey of law enforcement agency PIOs found that most maintain message control by requiring police

officers to refer reporters to them when contacted directly by a reporter. A majority of PIOs also monitor the interviews they set up with reporters. Most said they monitored to make sure the officer doesn't reveal information that is not part of the official message, although some said they were there simply to reassure a nervous officer who is not comfortable being interviewed, especially on television.

In the crime reporters survey, less than 15 percent of the crime reporters said they were able to get around the policy of having to go through a PIO to get an interview. The rest said they had to use the PIO if they wanted to

talk to an officer or investigator. This holds true even at crime scenes. Reporters generally have to wait until the PIO shows up to find out what's going on and, on rare occasions, talk to an investigator. However, for many, the PIO doesn't come to the crime scene.

"Every journalist and public information officer should read these reports," said Jonathan Anderson, SPJ Ethics Committee chair. "The findings offer valuable insight into how law enforcement agencies handle information, how reporters work, and what both camps can do better to

see **Crime Reporters** pg 14

## Crime Reporters

from pg 13

serve the public.” The reporters survey shows that crime reporters have a variety of strategies for getting information outside of the PIO restrictions: interviewing witnesses, victims, family members, neighbors, business owners and attorneys, and cross checking social media, for instance. More than half of the reporters said the PIO prevented them from interviewing officers or investigators in a timely manner. Asked what reasons were given, most said it was the agency policy to only have the PIO or sometimes the chief and the PIO speak to the media. Sometimes it was because the investigation was still ongoing.

“While all of the PIOs felt it was their job to send out positive information about their agency, two-thirds of them said they would not go so far as to refuse to answer questions or grant interviews on topics that might damage the agency or its employees,” noted Carolyn Carlson, a member of SPJ’s FOI Committee and associate professor of journalism at Kennesaw State University.

Perhaps one of the most disturbing findings, Carlson said, is that about half of the PIOs surveyed have a policy of banning interviews with a reporter or media outlet after they have problems with their stories. “PIOs say they monitor interviews to ensure that correct, consistent messaging is released to ensure a reporter stays on topic and to ensure interviews stay within the parameters the agencies want, but the extent of these controls are incompatible with a free society,” Carlson said.

“Journalists know many dedicated police officers and realize their jobs are some of the most challenging,” Carlson continued. “We understand that some information must be kept confidential, but police officers and

especially investigators should be trained to effectively communicate with journalists while still keeping that confidential information confidential. When agencies put such tight controls on nearly all information, it puts suspicion on the entire law enforcement operation. Consistently silencing police officers and controlling them with oversight keeps critical information from the community.”

Regarding body cameras, less than one-third of PIOs and crime reporters had experience dealing with body camera footage. Though it’s been talked about a lot, and many states are passing or considering passing legislation regarding body camera footage, it hasn’t actually been put into use in most places.

The PIOs who had body cameras reported receiving requests for the footage sparingly – at most once a month, sometimes every few months and many had never received a request. Those who received requests said the most popular topics were calls in which the officer used bodily force, where an officer killed a member of the public, or where there was a confrontation between the officer and the public. Most requests were granted, with some redactions of things like the faces of undercover agents, bystanders, victims and graphic injuries.

Of the crime reporters who had requested body camera footage, two thirds actually received the footage and most used it on the air, on a website, or for information in a print news story.

Only a few of the reporters say that the crime records that they used to have to ask for, like crime incident reports, are now being put online. Most say police computer systems make access to public records difficult. Many PIOs report that their records management software is older than four years old, and some as old as 10-15 years. They agree that their systems often make it difficult to separate the public from the private information.

When asked to provide more details about the problem, many PIOs said they had to manually redact information, like driver’s license

*In the crime reporters survey, less than 15 percent of the crime reporters said they were able to get around the policy of having to go through a PIO to get an interview. The rest said they had to use the PIO if they wanted to talk to an officer or investigator.*

numbers, that could not be released by law, and that slows down the process. Reporters said they usually would get the records they requested within the timeframe required by their state law, but rarely right away. Usually the PIO or the records custodian is able to answer questions about the records, but the reporters say that they rarely will explain why things have been redacted.

The crime reporters survey had 195 respondents from a sample of 1,626, for a response rate of 12 percent and margin of error of 2.4 percent. The survey was taken via SurveyMonkey Jan. 4 - Feb. 8. It was sent to journalists who identified as crime or general assignment reporters, editors or producers from a variety of media types. Those who participated were mostly older, experienced crime reporters.

In the PIO survey, respondents were members of the National Information Officers Association. The survey had 181 respondents from a membership roster of 783 for a response rate of 23.1 percent and a margin of error of 3.5 percent. The survey was taken via SurveyMonkey Jan. 11 - Feb. 9. Most were older and had been police officers before

see Reporter survey pg 15



## Reporter survey

from pg 14

becoming PIOs, with more than half having less than six years experience as a PIO.

"Surveys such as these are important in helping us understand the state of journalism/government relationships and how this country is doing in keeping the values it was founded upon," said SPJ National President Paul Fletcher. "Our founding fathers knew the importance of an open, transparent government

and a well-educated society. There is much work to be done – by everyone – to ensure democracy continues the way our forefathers intended."

SPJ and other journalism and open government organizations have been working for years to achieve greater transparency in government agencies. Most recently, a small group of journalists from SPJ, the Society of Environmental Journalists (SEJ) and Legal Counsel for the American Society of News Editors (ASNE) met with White House Press Secretary Josh Earnest to discuss communications policies, the use of Public Information Officers (PIOs) during interviews, anonymous background briefings, prohibitions against staff members speaking to reporters without notifying PIOs, and other policies that prevent information

from flowing to the public.

That meeting stemmed from an Aug. 11, 2015, letter sent by 53 national organizations to President Obama urging changes to policies that constrict information flow to the public, including prohibiting journalists from communicating with staff without going through public information offices, requiring government PIOs to vet interview questions and monitoring interviews between journalists and sources.

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry; works to inspire and educate the next generation of journalists; and protects First Amendment guarantees of freedom of speech and press. For more information about SPJ, please visit [www.spj.org](http://www.spj.org).

## Deaths

Retired Franklin County Times Publisher **Stanley Allison** passed away Feb. 5, 2016, in Russellville. Allison was a native of Talladega and worked at The Daily Home in Talladega before moving to The Clanton Advertiser and then to Russellville.

He retired from the Franklin Coun-

ty Times in 2005 to undergo kidney transplant surgery. Allison is survived by his wife Betty and two children.

**Peggy Jo Blackburn**, former editor of The Wetumpka Herald and Eclectic Observer passed away Feb. 13, 2016, after an extended illness.

Blackburn worked for the newspapers for more than 20 years, as well as being active in most all community events in Elmore County.

She is survived by her husband Larry Blackburn, and two children.

## Columns

# NAA CEO Column: Invested in the Future of News Media

*By David Chavern, president & CEO, Newspaper Association of America*

If you want to know who still believes in a future for news media, just turn to some of our most respected businessmen: Warren Buffett. Jeff Bezos. John Henry. Glen Taylor.

All of them have made significant investments in newspapers, despite the media pundits that have been claiming the death of the newspaper industry for years. Just a few weeks ago, Buffett acquired his 32nd paper, the Fredericksburg Free-Lance-Star, demonstrating that print journalism remains relevant even as our digital audience – on

mobile, social media, virtual reality and a variety of other platforms – continues to grow rapidly.

It can be easy to overestimate the challenges and underestimate the value of any organization. But when an investor as successful as Warren Buffett continues to view newspaper media as worthwhile, profitable investments, it's time to take a second look.

In reality, the demand for original, relevant reporting has only grown. Readers are hungry to understand their world, from the city council to foreign policy. Communities still want to be

informed and connected. The format of the news will continue to evolve, but the need for journalism remains – and this need is uniquely met by newspaper organizations.

Who else has the resources or dedication to fund reporters to cover key beats, showing up at the city hall, Capitol Hill or school board meetings day after day? To drill down into the messy details of an investigation? To fact-check claims and piece together eyewitness reports, providing context and analysis?

see **Invested in the future** pg 19

## 10 things I'd tell publishers about their newspapers

Some time back, I was asked to give a quick after-lunch talk to a group of publishers at a statewide newspaper convention.

It was short notice. I only had a half-hour to put together some thoughts. I decided I'd seize the opportunity and give them my "Top Ten" list of ideas for community newspapers.

Here they are:

1. **PRINT IS NOT DEAD.** More new community newspapers are starting up. Advertisers believe in the value of print. Readers still want print. So, please, let's stop with the "newspapers are dying" garbage! It's just not true.

2. **LOCAL, LOCAL, LOCAL.** We all know the mantra. Metro and regional newspapers have tried time and again to go "local." They can't. They don't have (or won't commit to) the resources it takes—in people, energy and time—to do community journalism. But we can. And we prove that in every issue. We are focused on local people, places and events. It's what we do...and we do it very well.

3. **SPORTS IS BIG.** We struggle to attract younger readers. To my mind, the answer here is simple—and most of you are already doing a good job with it: Sports. Your sports coverage is about kids. It's about them, their friends, their classmates. Boost your sports coverage, and you'll boost your number of younger readers. Yes, there are other events, like scouting, classroom achievement, choir,



Ed Henninger

### Design Elements

band and the like. But sports is big. Give it big coverage.

4. **IT'S OK TO BE A BOOSTER.** Nothing disappoints me (and readers, too, I think) more than to see a newspaper in a town where a team has just won a district or state championship and the story and photos are...splashed all over the sports front. It's disappointing because those stories and those photos should be on the front page. Most of your readers will be happy to see a page 1 poster of the winning basket or the winning touchdown. Sports is about striving and achievement and dedication and teamwork. What's wrong with celebrating those qualities? And, yes, on your front page when the achievement is big.

5. **BUILD REVENUE.** The metros think they have the answer to satisfying their corporate owners and stockholders: cut costs. They're into hubs and outsourcing and layoffs. At community newspapers, we're already thin. But we're also aggressive when it comes to generating new revenue. Let's keep searching for new approaches, like selling ad position and selling our photos online and creating more options for advertisers. This takes some rethinking on our part, but

that's what got us here.

6. **INVEST IN YOUR PEOPLE.** If your editor and/or writers need some training, look for ways to get that for them. Your state press association is always a good resource. If you've just invested in some new software, give those who will use it some training so they can make the best use of it. If your ad staff has won some awards in the annual press association contest, reward them by sending them to the state convention so they'll know how much you appreciate their work.

7. **INVEST IN YOUR PRODUCT.** You don't need to be the first to buy that new Mac, but don't be the last. You don't need to be the first to upgrade your system software, but keep it at least reasonably up to date. Your newspaper is your business. It's just sound business practice to make sure you have the tools you need to get the job done.

8. **DESIGN MATTERS.** What's the first thing your readers and advertisers see when they look at your newspaper? Right: its design. If your design is outdated, if your text makes your paper difficult to read, if your content placement is inconsistent...your newspaper is less than it can be. And readers and advertisers will find it wanting. Some may choose not to read, some may choose not to advertise...until you fix those problems.

see Henninger pg 18

## Set appointments, by setting yourself apart from the rest

I love Caller ID. I remember years ago when Bellsouth (yeah, I know I'm dating myself right there) offered a plan that allowed you to add three extra options to your plan. I believe I chose the call-waiting feature and one other. But it was definitely the caller ID function that I was most excited about. Why? Simple. Telemarketers. And I'm not alone.

These days any phone you choose comes with the caller ID option as a standard feature. And it's simply because it's the most convenient way to screen people we don't want to talk to. In our world, those people tend to be in sales. And there are lots of them.

We all know the importance of getting in front of the prospect. Brannigan and Humphries, two well known researchers, discovered that we produce up to 80 nonverbal communication signals with our face and head and another 55 with our hands and body. In other words, the face and body do a lot of talking, and if you are selling on the phone, your prospect is effectively deaf to that form of communication.

Generally speaking, our prospects don't take calls (or return them) for a variety of reasons. Could be they don't believe in our product. Perhaps they've bought into the perception ours is an aging product and is no longer

a viable means for reaching their audience. In short, we can't help them.



### Ad Vice

by  
Brad English

Maybe the message we've left on the voicemail doesn't exude the confidence needed to inspire a call back. If your message consists of pauses, stammers or anything that leads him to believe you have doubt in your product or ability to help grow his business, why should he take the time to hear more?

Chances are, you've failed to provide him the number one reason for carving out time for you – "what's in it for me?" When you do get a prospect to answer a call – or return your call – you have two, maybe three sentences to capture his interest. If you haven't answered the question of "Why should I?" in those sixty to ninety seconds, it's likely to be a short phone call.

If you can get a common link prior to the initial call, you're half-way home. The common link can be a mutual business associate (referral) or even a close personal friend. I've been in offices with longtime clients/friends when the topic of using referrals came up. In some cases, not only was the current client willing to give me

a contact name with the other company, he offered to make a "warm-up" call for me.

Finally, network. Be mindful of community events or chances to meet the prospect out of the office such as Chamber of Commerce meetings, Kiwanis, Rotary, Ad Fed, etc. I'm not suggesting you make a sales pitch at that function, but you could certainly introduce yourself, mention you'd like to come by and talk, and ask for a good time to meet. Most of the time you'll know someone at that event who knows the person you'd like to see, and a "referral" introduction can be made.

Bottom line, setting appointments is part of the prospecting process. And like everything else we do these days, you have to be creative. Think of ways friends and current clients can help.

Setting appointments and getting that face-to-face meeting is not always easy. But if you take advantage of your resources and put some thought behind your efforts, you just might find the task is not as daunting as you think.

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*Brad English is advertising manager for APA. He can be reached at 205.871.7737 or email him at [brad@alabamapress.org](mailto:brad@alabamapress.org)*

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## Less talk can lead to more sales

Andy was telling me about his dealings with media sales people. "Since I run a local business, I hear from a lot of people," he said. "One particular meeting really stands out, because he talked himself out of a sale. As soon as he said 'hello,' he jumped right into his sales pitch. As he talked, everything was a blur of facts and figures. It was obvious that he was so proud of his presentation that he didn't want anything to throw him off track. He showed no interest in my business or what we needed to accomplish with our marketing. Finally, when he pulled up a spreadsheet on his laptop, I cut him short and sent him on his way.

"It reminded me of somebody my wife and I used to know. Every time he called, he talked non-stop, without giving us a chance to say anything. We joked that we could put down the phone, make a sandwich, eat lunch, pick up the phone again to say, "Uh huh" – and he wouldn't know we'd been away.

There's a lot of truth in the old cliché, "Lord, fill my mouth with worthwhile stuff, and shut it when I've said enough." Here are some points to keep in

mind:

1. This is probably not your prospect's first advertising appointment. The longer he or she has been in business, the greater the likelihood that it has all been heard before. If they



### Ad-libs

By John  
Foust

think "been there, done that," they'll tune you out.

They are giving you the gift of their time. Show respect for that generosity by making the conversation meaningful for them.

2. It's good to know worthwhile stuff. But resist the temptation to tell them everything you know. When you prepare, don't limit yourself to refreshing your knowledge of your sales points and your rate card. Research the prospect's business. Study their past advertising. Learn marketing trends and challenges in their industry. That will give you a greater depth of understanding, so you can quickly get in step with the

person on the other side of the desk.

3. A dialogue is better than a monologue. The best way to encourage engagement is to ask questions – and listen carefully to the answers. Ask questions to get details about their marketing. Ask questions to find out what has worked for them in the past. Ask questions to discover needs.

There's nothing wrong with asking, "Is this the kind of information you need?" That kind of feedback will help you. They may want a lot of factoids. Or they may be like the person who says, "Don't give me the history of the watch. Just tell me what time it is." It's your job to adapt to them, not expect them to adapt to you.

"When I meet with a media sales person, it's to help me make good marketing decisions," Andy said. "I don't need a long-winded sales speech."

*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@johnfoust.com*

## Henninger

from pg 16

9. BE THE BEST at who you are. You're not a metro or a regional newspaper. Most of you don't carry wire, but you do carry those obits and events listings and city and county council meetings that are important to your readers. Most get only limited

national advertising, but you are the only source of advertising for that shoe shop down the street. Don't try to be what you're not—but do everything you can to be the best at what you do. Your newspaper is part of the lifeblood of your community. Keeping that in mind will drive you to do your best.

10. REMEMBER who the boss is. Sorry...you may be the publisher, but you're not in charge here. Your readers and advertisers are the real boss. It's your obligation as a publisher to bring them your best—in every issue. You're the chief

support person for your folks who do the writing, editing, designing and selling of your product. You're all working toward giving readers and advertisers a newspaper they're proud to call "my paper." It is theirs, you know...they're only letting you run it for them while they go about the important business of living their lives and contributing to the success and welfare of your community.

- See more at: <http://henninger-consulting.com/columns/#sthash.BIZE5McZ.dpuf>

## Invested in the future

from pg 15

There are certainly wonderful digital-only news organizations that hire reporters and devote significant time and energy to journalism, but the vast majority of these stories are produced by newspaper companies.

Now, you may or may not open a copy of a print paper every day to get that news. But maybe you open an app, or the links shared on Twitter, or check Google News. All of these successful platforms are aggregators, collecting and curating the original reporting produced by news organizations. Google, Apple and Snapchat don't have reporters on salary, but they do have partnerships with news media that enable them to provide this content. As a result, the news audience continues to grow.

In many ways, this reminds me of Hollywood. In the first half of the 1900s, we turned exclusively to movies for video entertainment. To become a star, you had to first make it to Los Angeles and land a major role on the silver screen. Then the advent of television created a new, personalized way to consume content and more opportunities for actors to get noticed. They no longer had to rely exclusively on movies to make it.

The model has changed again just in the last 10 years. We have Netflix, Hulu, and self-made stars on YouTube with an even broader fan base than some of Hollywood's A-list celebrities. Video consumption is even more targeted and personal. And while the format and delivery has varied

widely, the demand for such entertainment continues to grow – as evidenced by EMarketer's estimate that Americans spend 5.5 hours consuming video each day on phones, mobile and television.

Similarly, we find that the audience for this in-depth, trusted and local news is soaring on digital platforms. According to comScore research, 179 million adults engaged with digital newspaper media in August 2015. That's a 10 percent increase year over year, and double the growth rate for the Internet overall.

This is why I – and so many other business leaders – remain confident about the future of the news industry: because the need and demand remains high. There is no denying that the last several

years have been both challenging and transformative, and the industry has had to make some tough choices to evolve with the culture. But we are evolving, just as the growing audience numbers suggest.

I believe this is what Buffett, Bezos, Henry and Taylor see in the future for news. While they value the public service journalism of local news organizations, they are also smart investors. They know how to identify assets that will turn a profit.

In a 2013 letter to shareholders, Buffett announced that his company would continue acquiring newspapers "as long as the economics made sense." His recent purchase is just one more proof point that the economics do, indeed, make sense.

"Fifty percent of people won't vote, and fifty percent don't read newspapers. I hope it's the same fifty percent."

Gore Vidal  
Writer, intellectual, newspaper enthusiast

#newspapersthrive

ALABAMA PRESS ASSOCIATION  
1871

## Help Wanted

### Information Technology/Creative Services Manager

Opelika-Auburn News has an immediate opening for a IT/Creative Services Manager. The Information Technology/Creative Services Manager is responsible for the daily operations of all digital operation systems, and supervises the graphic artists and proofreaders in the Creative Services Departments. Duties include planning and directing preparatory and operational activities for composing the advertisements and campaigns for daily newspapers, digital ads, special sections and some commercial printing clients to meet established deadlines. This position exercises complete oversight of the IT system, copiers, fax machines, printers, and phones, working remotely and alongside of our Regional IT Manager to correct and update any IT issues via his/her directives. Five years job related field experience required. College degree or experience equivalent; EOE/M/F/D/V. Drug and background screening required. Apply at [www.BHMGINC.com](http://www.BHMGINC.com)

### General Assignment Reporter

Opelika-Auburn News, an award-winning small daily newspaper in eastern Alabama near Auburn University, has an immediate opening for a general reporter. The successful applicant must be a self-starter capable of writing clean, mature, intelligent copy, both for print and digital. Experience is strongly preferred. This position is ideal for someone who has starred at a weekly or smaller daily and wants to step up to something bigger. This person must be willing to work a flexible schedule, and must be able to produce at least seven stories a week. Four year degree in journalism preferred; Excellent benefits; EOE/M/F/D/V. Drug and background screen required. You may apply at [www.bhmginc.com](http://www.bhmginc.com)

### Marketing Assistant

Shelby County Newspapers, Inc. has an immediate need for a full time Marketing Assistant. Qualified applicants should be goal-oriented, team players, extremely organized and trainable.

Compensation plan includes base weekly salary, aggressive commission and 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 based in Columbiana. The company publishes five weekly newspapers, several niche magazines, and a variety of websites and other web-based media.

Responsibilities include but are not limited to:

Provide overall sales support to team: Prospecting, inputting ads into the ad order system, assist in collecting and composing ad copy, delivering proofs and tearsheets, ensuring high customer service.

Communicate rate packages to client and prospects.

Assist with creation of sales flyers, production schedules and special advertising projects.

Generate new leads by making cold calls, calling on inactive accounts and maintaining an awareness of new businesses opening in the area.

Develop and maintain your own accounts.

To apply, please EMAIL a resume, cover letter and earnings expectations using **MARKETING ASSISTANT** as the subject line to: [careers@shelbycountyreporter.com](mailto:careers@shelbycountyreporter.com).

shelbycountyreporter.com. No phone calls, faxes or walk-ins, please. Qualified applicants will be contacted directly for interviews.

### Editor

Tallapoosa Publishers is seeking a self-starting editor with a great nose for news and community relations to lead a weekly newspaper in Central Alabama. The successful applicant must be willing to relocate the area and be ready to wear many hats. This means that they will write, edit and manage a staff and team of contributors that will produce a high-quality hyper local publication in a competitive market. Strong editing in AP style is required and the successful candidate must be able to coach young reporters and raise the quality of the news product. We hope to make our publication one of the best in the state, but that will not come without hard work and determination. Are you a good fit? If you are, send a resume, samples of your work and a cover letter to TPI Editor Mitch Sneed at [mitch.sneed@alexcityoutlook.com](mailto:mitch.sneed@alexcityoutlook.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. EOE/M/F/D/V. Background screens required. Apply at [www.bhmginc.com](http://www.bhmginc.com)

### 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](mailto: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](mailto: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 Averette at [justin.averette@selmatimesjournal.com](mailto:justin.averette@selmatimesjournal.com).

### Editor

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 competency 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](http://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@cnhi.com](mailto:tconnor@cnhi.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 outperformed 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@tuscaloosanews.com](mailto:michael.james@tuscaloosanews.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](mailto:ken.bonner@thedailysentinel.com). Qualified applicants will be contacted for interviews.