

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

APRIL 2016

Important Dates

Online Media Campus

*Three-Call Sales System:
Proven process for closing
sales quickly*

Thursday, May 12

Presenter: Bob Berting, Berting
Communications

*Creating Focus on
Enterprise News: Best practices
for digging deeper*

Thursday, May 19

Presenter: Carlene Cox,
GateHouse Media

Hotel Deadline - 2016
Summer Convention
Sandestin Hilton
May 25, 2016

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

Make plans to attend the 2016 APA
Summer Convention

Ethics Commission meetings now
available online

Cullman Tribune sells to
CullmanSense

Turner new editor
of Opelika-Auburn News

APA members head to Cuba

APA Journalism Foundation Board
visits Auburn University

English marks 25 years at APA

Cook and Free win it all



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Make plans to attend the 2016 APA Summer Convention



Sandestin Hilton

APA will return to the Sandestin Hilton June 16-18, for the 2016 Summer Convention. There is a great program in store plus a few changes to the BNC awards banquet.

Join us Thursday evening as we kick off the weekend with a two-hour sunset dolphin cruise aboard The Daniel Webster Clements, a 74-foot schooner. Transportation will be provided from the Hilton, departing at 4:45 p.m. for a 6 p.m. sail. The price is \$50, and includes transpor-

tation, beer, wine, soft drinks and water. Space is limited, so reserve your seat early.

Convention programs will begin at 2 p.m. on Friday. Media strategist Val Hoepfner will present the three-part afternoon program on multi-platform journalism. Her session will include Mobile Reporting Apps, Short and Smart Mobile Video Storytelling and Short and Smart Mobile Video Editing.

see **summer convention** pg 3

Ethics Commission meetings now available online

Alabama Ethics Commission Executive Director Tom Albritton is making the Ethics Commission meetings more accessible to the public. At the April meeting, Albritton and his staff conducted a trial run of a live, online broadcast of the commission proceedings.

While there were some audio issues with the trial run, the effort seemed to be a success. The audio issues, along with a few tweaks here and there, will be addressed before the June meeting.

The idea of having the meetings available online came from a discussion at the APA Board of Directors meeting last November where Albritton was a guest. The discussion centered on how the commis-

sion and the press can work together to provide more information to the public about the workings of the commission and the role it plays in state government.



Tom Albritton

Albritton said agendas for the meeting are made available to the press and can be added to the Commission website and shared with APA for publication.

see **Ethics meetings online** pg 5

summer convention

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session Friday afternoon with design consultant Ed Henninger. These appointments must be scheduled in advance. He will spend about 20 minutes with those who ask for him to review their paper. During that time, Ed offers his opinions on key design elements and approaches.

Saturday morning programs will

include sales trainer Diane Ciotta. Her program, "It's All About the Results," will focus on incremental revenue building with new customers, dormant accounts and current clients.

Also on Saturday morning, Ed Henninger will present his program on how newspapers can help the effort to keep public notices in print by improving how they are presented in the newspaper.

Our luncheon speaker is a true American hero – a D-Day survivor. Morley L. Piper was 19 years old when his Higgins boat landed in the pre-dawn hours of June 6, 1944, on Omaha Beach.

Like many of those soldiers, Piper did not talk about his experience for many years. Over the last several

years, he has been more open and tells his story. As a result, he teaches those who hear his talks about the horrors of war, the bravery of young men, and the definition of courage (being afraid, but doing it anyway.)

Piper is from Salem, Mass., and is the retired executive director of the New England Press Association.

The winners from the 2016 Better Newspaper Contest will be recognized during the reception and banquet on Saturday evening. This year the program will feature the presentation of more first-place awards, among a few other program format changes.

Watch for convention registration information soon.

Cullman Tribune sells to CullmanSense

Cullman Tribune Publisher Delton Blalock has sold the newspaper to Noah Galilee and Dustin Isom, owners and publishers of CullmanSense. The new owners plan to combine the two publications under The Cullman Tribune banner.

Blalock and his late wife Barbara purchased the Tribune from Wallace State Community College's first president, Dr. Ben Johnson, in 1990.

CullmanSense was launched on Dec. 31, 2010, as a daily e-publication and quickly grew into Cullman's

only Monday print publication in less than one year. CullmanSense will be the online presence of The Cullman Tribune, and The Tribune will continue to be printed weekly.

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 months of April and May. 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.

Turner new editor of Opelika-Auburn News

Troy Turner has been named editor of The Opelika-Auburn News, the newspaper where he began his newspaper career over 30 years ago. But while Turner may be new to the position, he's hardly a stranger to the publication or the community it serves.



Troy Turner

He worked as a cub reporter in the mid-1980s after earning a journalism degree from Auburn University. Since then, he has gone on to work as a

reporter, columnist and editor at various news publications throughout the nation, including journalism work in several other countries.

His work included early stints with the New York Times Co. at its affiliates in Gadsden and Florence, and later almost six years at The Anniston Star, where he served as executive editor.

Turner has spent much of his career working in the western United States as an editor at newspapers in Colorado and New Mexico before being promoted to corporate news editor for Digital First Media in New York, where he led national reporting efforts. There, he worked with 75 daily newspapers and more than 400 non-daily publications, as well as leading a national news team based in New York. Some of those papers included the Denver Post, Salt Lake Tribune, San Jose Mercury News and the Los Angeles Daily News group, as well as dozens of smaller community publications.

Among many other stories, he helped direct coverage for the Sandy

Hook Elementary School massacre in Newtown, Conn., the Boston Marathon bombings, Superstorm Sandy, national elections, and the 150th anniversary of the Battle of Gettysburg.

Turner holds a masters degree in history from Jacksonville State University, with dual concentrations in civil rights and international relations. He spent time reporting in numerous locations across the globe, including a Johns Hopkins fellowship in India, covering various issues in South Africa that included time spent with the Zulu tribe, meetings with Arab royalty in Jordan, work on economic and security issues in Mexico, and meetings with the late President Hugo Chavez in Venezuela.

Turner said his family inspired him and his wife, Barb, who works remotely for the Wall Street Journal, to move back to the Opelika-Auburn area, as the area is home to his grandparents, parents and three adult children. But he is also eager to continue his journey at the newspaper that started it all.

(from The Opelika-Auburn News)

APA members head to Cuba



Classic cars in oldtown Havana, Cuba

A group of APA members will join members of the Southern Newspaper Publishers Association next week for travel to Cuba. The group will explore Havana's timeless streets, visit its famous landmarks, venture into the countryside, savor local cuisine and talk with

Cubans about their way of life.

APA members have visited Cuba four times before: 1895, 1928, 1936 and 1994.

Follow APA on Facebook for updates from the trip.

APA Journalism Foundation Board visits Auburn University

Members of the APA Journalism Foundation met recently on the campus of Auburn University. They were hosted by Nan Fairley, associate professor and associate director for journalism, and director Jennifer Adams. Joseph Aistrup, dean of College of Liberal Arts, visited board members during lunch.

The group visited with Fairley's Advanced Feature Writing class, and the office of the student newspaper, The Plainsman during their time on campus.

During the business meeting, grants, internships and scholarships

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Auburn visit

from pg 4

totaling over \$33,800 were approved.

Newspapers that were approved to receive summer internships were: The Auburn Villager, The Blount Countian in Oneonta, The Arab Tribune, Florence TimesDaily, The Decatur Daily, Montgomery Advertiser, Sumter County Record-Journal in Livingston, Hartselle Enquirer, Franklin County Times in Russellville, Birmingham Business Journal, Gadsden Messenger, The Selma Times-Journal, Opelika-Auburn News, The Daily Home in Talladega, and The Outlook in Alexan-

der City

Grants were approved for The University of Alabama, Troy University, Alabama State University, and Auburn University.

The Metz Scholarship was awarded to Thomas Gleaton, a Troy University student. Gleaton is the chief copy editor for the student newspaper, The Tropolitan.

A message from the APA Journalism Foundation Board: As you can see from the grants, internships and scholarships listed above, the APA Journalism Foundation is providing useful funds to support newspapers and to support journalism education in Alabama. If you are not currently supporting the APA Journalism Foundation with a pledge donation, please consider joining the pledge program today. The activities of the Foundation are made possible by member pledges and contributions.

Ethics meetings online

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APA President Michele Gerlach and Past President Mike Marshall

participated in the April test online broadcast, and offered feedback on quality and ease of participation.

"Tom has a long history of commitment to open government," Gerlach said. "I appreciate his willingness to make Ethics Commission meetings more accessible, and hope that other government agencies will follow his example."



Anthony Cook and Dr. Mimi Free

Dancing Champions

Congratulations to Daily Home Editor Anthony Cook and Dr. Mimi Free who are the "Dancing with 'Dega Stars'" champions! They also won the first place Fundraising Award and first place Audience Favorites. The event was a fundraiser benefiting the Alabama Council of the Blind and raised over \$17,000 in scholarship funds.

English marks 25 years at APA

Brad English recently marked 25 years at APA. A native of Elba, he began his career at APA and ANAS in 1991 as an advertising sales representative. He was promoted to associate advertising manager in 1998. In 2000, he became the advertising manager.

He was the retail sales manager of The Crimson White student newspaper while in school at the University of Alabama.

In addition to his duties with APA's advertising affiliate, English also serves as director of governmental affairs and manages the lobbying efforts with the state Legislature.

APA Executive Director Felicia Mason said English has worked tirelessly since 1991 to promote newspaper advertising across this state and this country. "I could not have asked for a more loyal and dedicated co-worker than Brad," Mason said. "His work in the Legislature to protect the interests of Alabama newspapers is of paramount importance to all of our members. I appreciate all that he does for APA and for our members."

English and his wife, Nancy, have two daughters; Jordan is a freshman at the University of Alabama, and Rachel is a student at Hoover Middle School.



Brad English in 1994

Each month we highlight a few of the vendors that made our Alabama Products Showcase such a success. We appreciate their uniqueness and the flavor they add to our state.



Bourbon Pens- Birmingham

A block of wood has a creative purpose at Bourbon Pens, where customers can hold a piece of art right in their hands. The idea for the company derived from a pen-turning demonstration owner Joel Lockridge attended about three years ago.

"I've been a woodworker all of my life, but I had a little accident in the shop. While I was healing from that, I went to a pen-turning demo," Lockridge said. "I thought, 'hey that looks like fun,' and it was. I started making pens out of all kinds of stuff."

Although the demonstration began broadening his interests in pens, his fascination with bourbon wood didn't expand until his friend asked him for a favor.

"A buddy of mine from Kentucky sent me a couple of pieces of bourbon barrel, and he said 'make me a couple of pens out of this.' When I made them, the whole entire shop smelled like bourbon," he said. "They became really popular really fast. When one of my friends asked to have a pen made from a specific bourbon, that was something big. They became what I sold the most of, and that's how I went from there."

The smell of bourbon even lingers on the free sample of wood that comes with each pen, along with a certificate of authenticity, Lockridge said. Every pen goes through a six-step sanding process and a four-step finishing process to achieve perfection.

"The bourbon barrel wood comes mostly from Kentucky. I've got sources up there in Lexington, Louisville and a couple other places. Bourbon barrels are only used one time, and after that it's sold to people like me," Lockridge said.

After the bourbon is shaped to fit the model of a pen, it's time for design. Lockridge said his pen designs are made to suit a wide audience. The company's bourbon pen designs include, the cigar pen, grip pen, stylus pen and bolt action pen, among others. Lockridge also make pens out of other items other than bourbon wood. Some of his designs include the corn cob pen, the bone and antler pen and the steampunk metal pen. The prices of the pens

depends on customers' preferences, Lockridge said.

"I've got some that are fancier for a higher end market. I've got some that are more affordable. They start at about \$20 and go up to about \$200 for bourbon barrel ones," he said. Some of the other ones made from different materials go from about \$300 to \$400."

Pens are not the only items bringing in customers. Bourbon Pens also sells bottle openers, pepper mills, shaving kits, seam rippers and duck calls. The materials for those items range from domestic to exotic woods. However, despite all of the items the company sells, pens remain some of the most purchased gifts. Lockridge said a bourbon barrel pen with a little bang is his most popular product.

"It's called the bolt action pen," he said. "It's made to look like a .30 caliber bullet. You slide the ink forward like you're loading the bolt of a rifle."

Shops all across the world have some of Lockridge's creations on their shelves. He has shipped items to Canada, England, Ireland, Japan, Saudi Arabia and more. He also doesn't forget about shipping domestically.

"I'm in a local shop called Alabama Goods in downtown Homewood. They carry some of my pens. I'm on a couple of web-based stores," Lockridge said. "One is called Bourbon and Boots in Arkansas. I'm currently talking to a couple of museums and a couple of [other] stores."

To help promote his business, Lockridge travels to art shows across the Southeast. He said he's been to Washington, D.C., and as far south as Miami. In a few years, Lockridge said he hopes to travel less, and he wouldn't mind having a storefront at some point.

A passion for woodwork and a little originality is what sets bourbon pens apart from other writing instruments, Lockridge said.

"Once people have tried to use a handmade item, and they see how much care and work goes into the production of it, they'll feel how different it is compared to one of the plastic mass-produced ones they normally use. It's definitely a difference in a small business where people like me take much more care in production."

People

Hartselle Enquirer Publisher **Randy Garrison** recently received the Dr. Thomas Guyton Humanitarian Award at the Hartselle Chamber Banquet.

The Hartselle Chamber of Commerce established the Thomas M. Guyton annual award in 1980 to recognize a member of the community who seeks to improve the lives of others, who gives and gives, but yet never asks or takes in return.

Garrison became publisher of the Enquirer in 2011, after serving as the advertising manager for seven years.

A team of Alabama Media Group reporters was recognized recently in a March 31 article in The Washington Post for breaking the story on Gov. Bentley's recent scandal. "Anyone

who has doubts about the importance of journalists in 2016 need be acquainted only with the reporting team at AL.com, the largest news organization in Alabama," was the lead sentence.

APA Past President and al.com reporter **Leada Gore** was interviewed for The Fix, a daily political weblog for The Washington Post, and explained the months-long investigation by reporters and columnist **John Archibald**. Read the story at: <https://www.washingtonpost.com/news/the-fix/wp/2016/03/31/an-inside-look-at-how-alabama-gov-robert-bentleys-sex-scandal-broke-wide-open/>

Josh Richards has joined the staff of The Opp News as a reporter.

Richards is a graduate of Troy University, and is currently pursuing a master's degree in communications. He will be covering city and county government, school boards and various events throughout Opp and Covington County.

Cullman Times Editor **David Palmer** was recently named Editorial Writer of the Year in the national Best of CNHI 2015 editorial contest.

The judges said, "His editorials get to the point, make logical arguments and tell readers why they should care."

CNHI publishes newspapers, websites and specialty publications in more than 130 communities in 23 states.

Industry

FAA Drone Panel's Report a Major Step Toward Newsgathering Over People

By Joel E. Roberson, Charles D. Tobin, Christine N. Walz Holland & Knight

A panel of industry experts assembled by the Federal Aviation Administration (FAA) has submitted its report recommending a new regulatory framework for the flight of unmanned aircraft systems (UAS), or drones, over people. The report is a major first step in efforts to win government approval for journalists to safely use UAS to gather news in cities.

This report presents the FAA with a risk-based approach to allow for small UAS flights over people under certain conditions. The FAA plans to use it to develop a notice of proposed rulemaking expected by December 2016.

The report represents the consensus position of more than two dozen organizations – including a coalition of news companies – invited by the FAA to join an aviation rulemaking committee (ARC) on the safe integration of UAS. Holland & Knight participated in the ARC on behalf of our client, the News Media Coalition,

a group of 22 leading news media organizations in the United States.

On Feb. 15, 2015, the FAA published a notice of proposed rulemaking entitled "Operation and Certification of Small Unmanned Aircraft Systems." In this notice, the FAA requested public comment on whether the agency should create a "microUAS" category of lightweight UAS that could operate over people.

The FAA, however, later decided that the final rule governing small UAS operations, which the agency expects to release this summer, will not contain a separate microUAS category and also will not allow for operations over people. Instead, the FAA established the ARC last month to assist in developing a separate rulemaking for flights over people. Unlike the earlier proposed rulemaking, the ARC was asked to develop recommendations based on performance standards, rather than weight classes.

The FAA expects to release the

notice of proposed rulemaking on overhead flights in December 2016. The final rule likely will not be finalized before the second half of 2017.

The ARC report to FAA recommends a subcategory of small UAS that can be safely flown over people. The report also recommends certification criteria and operational limitations.

Specifically, the ARC recommends that the FAA adopt a four-tier framework for UAS flights over people. UAS posing the least risk would be permitted to operate with little restriction, while those posing a greater risk would be permitted to fly only with in accordance with a written risk mitigation plan.

Meanwhile, Congress is also considering FAA reauthorization legislation that would include statutory requirements for small UAS flights over people.



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The Sonic Suitcase- Fairhope

When the record industry took a hit from emerging software like Napster and iTunes in the early 2000s, Wade Wellborn, owner and operator of the Dr. Music record store in Fairhope, Alabama, decided to extend his work in the music business by building custom speakers with an interesting twist.

Wellborn used his 30 years of experience in the music and audio industry, including 20 years at Dr. Music, to launch Sonic Suitcase, which thrived from its inception and has continued to grow over the last 14 years.

"From 2002 to 2004, all record stores were struggling," Wellborn said. "Fortunately, Dr. Music survived, but I started dabbling with guitar amps suitcases."

A self-designated music fanatic, Wellborn built his first suitcase amp in 2002. By 2004, he began creating custom stereo speakers for iPods and mp3s. In an effort to keep with technological advances, the business has now evolved to include wireless speakers that are compatible with Bluetooth and airplay as well.

"It just happened along the way," Wellborn said. "I would say I've been very fortunate."

Sonic Suitcase offers custom, handcrafted speakers and amps built into vintage suitcases. Wellborn said the idea came from the interesting mix of seeing a friend use suitcases to tote around his guitar supplies and acting on his own childhood passion for speaker building.

Since starting his new venture, Wellborn said he has found great enjoyment in both owning his own business and in the process of building each one of his products.

"I love finding vintage suitcases – I love the hunt – and then coming home to build," Wellborn said.

He makes around 200 speakers per year, and although Sonic Suitcase is a fairly small operation, Wellborn said he sells each one that he creates.

"I'm very particular about the sound. I still build every one because I enjoy trying to get better and evolve," he said.

Wellborn said when he first started, he worried about how he would make more and more speakers as his business began to grow.

"I had to stop and think, 'Why am I doing this?'" he said. "It makes me happy, and if I work really hard, I can leave [the business] small with no production lines. That was a really freeing idea. It took the pressure off."

The key to the company's success, Wellborn said, is his knowledge of enclosure design, especially since suitcases have poor acoustic properties. Each one includes a solid, custom fit piece inside to enhance and perfect its performance. As the Sonic Suitcase website says, "the science of sound really matters."

"You can watch tutorials online about suitcase speakers, but they are a joke. The speakers and amps in them just don't perform well," Wellborn said. "I try to give the best quality and most output for the money."

Wellborn's work attracts customers from around the country. He said he has a few dealers he partners with, and he also creates pieces for conventions -- mostly role-playing events like Cosplay.

Sonic Suitcase gained even more recognition last year after being invited to participate in Southern Makers, an annual two-day event held in Montgomery

THE SONIC SUITCASE
by Dr. Music

that features top creative artists from across the region.

"I love the fact that it's all Alabama handcrafters, and everyone is dedicated to their art," Wellborn said. "There's a 'realness' and grittiness to the artists."

Wellborn also said the event is a welcoming space for artists to connect and share valuable feedback with each other and with the handcrafting enthusiasts who attend the event.

"The biggest treat is to talk to the patrons about your art. Everyone is wide-eyed and excited to be there -- which may be the free food and drink. But it seems that they are genuinely interested in your work and your creations," Wellborn said. "I think that the patrons take pride in the fact that there are world-class artists and creative people in their backyard."

Wellborn and his suitcases will be featured again at this year's Southern Makers on April 30 and May 1.

Wellborn said he believes the uniqueness of his product is what earns him the recognition from both the Southern Makers attendants and his customers in general.

"People have memories attached with suitcases and different styles they prefer," Wellborn said. "They are also buying something that sounds exceptional, looks cool and is a good conversation piece."

Digital ad inventory is not even close to infinite

By David Chavern, president and CEO
of the Newspaper Association of America

One of the great – and completely misguided – tropes of the digital age is that “digital ad inventory is infinite.” The thinking goes that ad inventory in more traditional media is limited by physical space (print) or time (TV and radio), and that this scarcity supports ad values. The Internet, in contrast, has vast and undefined borders – and thus the supply of ad inventory is “infinite.” Infinite supply means that value of digital advertising eventually gets driven to zero, or close to it.

This idea is amazing both because it is completely pervasive among media professionals – and also because it is completely false. It is sloppy economic thinking at a very profound level and gives people a misguided idea about the future of ad-supported content on the Internet.

Let’s start with the understanding that the vastness of the medium is not very important. After all, print, TV and radio are all pretty vast media. What is important is the supply of people’s attention that is available, and that is very limited. While the current measurement of most digital advertising is “impressions,” that metric doesn’t accurately capture what advertisers really want – which is consumer engagement and a real slice of the precious supply of the public’s attention. There may be an infinite number of

There may be an infinite number of places to display ads, but the only inventory that really matters exists on those sites where ads catch the limited attention of the right consumers at the right times.

places to display ads, but the only inventory that really matters exists on those sites where ads catch the limited attention of the right consumers at the right times.

Think of it as a difference between the “useless digital inventory” and the “real digital inventory.” Useless digital inventory is truly infinite – but the real deal is scarce.

And it is actually much scarcer than people realize. There is a vast industry of fraud designed to make people think that useless digital inventory is real. In fact, as reported by Bloomberg Business, a huge percentage of overall impressions aren’t seen by people targeted by the advertisers – or even real people at all. There is an incredible amount of manipulation in the market for impressions, making advertisers think that a lot more of the public’s online attention is for sale than actually exists.

Layered on top of this is the strange yet pervasive idea that the public separates the cred-

ibility of the site they are visiting from the credibility of the advertisement. In other words, that consumers consider a car advertisement on the New York Times website to have the same reliability and meaning as an advertisement on a click-bait list site (“20 Celebrities Who Have Gained the Most Weight!”) that they are redirected to when their mouse stays in the same place too

long. Why this idea became popular on the Web I can’t say, but I know you don’t see the advertisers in Vogue throwing their ads around to other random magazines because they can. Being attached to reliable and appropriate editorial content matters.

Real Digital Inventory – where there are actual consumers who may be interested in a product and engage with an ad – is very limited. In time, this inventory will necessarily win out and will be appreciated by advertisers for its genuine value. When this happens, news sites will also win because their credibility and brand equity will enable them to provide more Real Digital Inventory than almost any other source in the media landscape.

ComScore research shows that the digital news audience is skyrocketing precisely because people are turning to trusted brands to cut through the noise

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Is digital the only revenue growth answer?

For many years in the USA we enjoyed strong readership growth from home delivery while the majority of the world continued with single copy (racks, newsstands, hawkers). For most publications the home delivery paid subscriber base is a reducing revenue source that is also affecting ad revenue. The industry has responded with a heavy emphasis on digital, but is it the only revenue response?

Has our industry overlooked single copy revenue?

Perhaps we should revisit distribution with a goal of more opportunities for readers to purchase a copy of our newspaper from newsstands and in stores, not only as a revenue driver, but a digital driver as well. Consider including, for example, a QR code to a one-day digital pass, or a smartphone link.

As you consider ways to improve single copy sales one factor that should not be overlooked is the impulse purchase. In the past we addressed this with "bad news" headlines, and while this can still work, other information can be just as effective, especially if we are in a store where potential readers are close enough to see smaller print- perhaps a new type front page with photos and brief captions with page locations.

Many new studies show people still want to read newspapers as long as we are providing the relevant news that they want to read and market that coverage to them. Since that is a wide spectrum, a new style front page showing many



by
Lewis
Floyd

of the issues being covered could be the impulse trigger for a purchase. Local is the best news we still own or could own (Note — local is not city hall, it is clubs, schools, religion, parades, local events, etc.)

For this concept to work best, you will need to have your newspaper in an impulse buy location. The best of all worlds would be in front of the express checkout counter in a supermarket. For a second location the most frequently used full service checkout, and in a large store like Walmart you would need 3-4 locations. One inexpensive way to gain that space is to offer a free coupon ad to the retailer, perhaps in a new "coupon" section you provide to cooperating retailers. Of course there is their profit margin, and since most retailers operate on 2% to 8% net, a 20% margin with full returns should be very attractive to them. When talking to your retailer it is best to discuss the 20% margin rather than the 10-20 cents it provides. I have heard managers say that candy offers a better margin, but I wonder if they have considered how many newspapers sell during the same time compared to candy bar sales?

When your location puts your paper in an afterthought position or makes the paper a dedicated buy due to a poor

location - you are losing up to 75% of your impulse sales. Also in presenting inside sales don't forget to include add on sale items most customers will buy while in the store if the newspaper brought them in.

In an NAA article the Albuquerque Journal announced a decision to remove their coin racks and concentrate on in store sales, citing price as the main driver. The results are early, but thanks to Robert Rivera and Joe Leong for providing some results. The initial change removed 520 racks that attributed 2% of their total circulation. These same racks also accounted for 24% daily and 27% Sunday of rack pilferage. They were able to convert 262 of rack locations to daily inside sales, and 373 locations are selling Sunday. While there was some circulation loss, the delivery cost and theft reduction likely offset any revenue loss.

That is a great start, and the Albuquerque Journal is now tasking its staff to find innovative ways to increase inside sales and improve locations in dealer stores. A good goal for our industry is more study on what drives the impulse sale of single copy. If we master this it could be possible for single copy to reach a goal of 40% of paid distribution.

Lewis Floyd is senior associate with W.B. Grimes & Company, with responsibility for the Southern states. He may be reached at 850-532-9466 or lfloydmedia@gmail.com

The more things change, the less they stay the same.

Mike and Joe are best friends. They're also avid golfers, obsessed some might say, playing at least twice a week. They make a pact that when the first one dies, he'll come back and tell the other if there's golf in Heaven.

A few weeks later, Mike drops dead. A couple of nights following his death, Mike pays Joe a visit.

"Joe," Mike says, "I have good news and bad news."

"What's the good news?" Joe asks.

"The good news is there is golf in Heaven. And not just any golf, but fantastic golf. Lush fairways, greens like outdoor carpet, perfectly manicured. Beautiful mountains, crystal clear lakes. Even the sand traps are like powdered sugar," Mike says.

"Wow!" Joe exclaimed. "That does sound great. So what's the bad news?"

"You and I have a tee time for 10:00 next Thursday."

There's an old saying I try to remember to stay grounded: Nothing is ever as bad as it appears or as good as it seems. These days many of us struggle with remembering the first part. I'm guilty as charged.

This year marks my 25th with APA. I've spent more time with folks in this office over the years than with my own family. And like growing up with my kids – because I'm convinced that's what we parents do – I've grown up (some would argue) with many of you. The good times have far outweighed the bad. And seldom has my professional life been anything but boring.

I remember landing my first big account. It was with an ad agency in Birmingham. We'd called on them for years but they never seemed to have the "right" account for APA. The agency's name was Luckie. And that "right"

account was an upstart TV satellite company called Primestar.

Primestar was a great account. They had operations in seven



Ad Vice

by
Brad English

states, and we were placing over \$150,000 a month with them. I was living the life of Riley (and one day I'll look that up to see what it means.) Imagine my disappointment when the news came that Primestar was being sold, and with the sale of the company so went the nice monthly commission. On the bright side, losing an account that makes up 75% of your monthly sales puts things into perspective. And fast. Relying on one or two accounts to make your month, or year, is a recipe for disaster.

In talking with my counterparts, some use the words struggle or grind to describe the day-to-day operations around their shops and the newspapers they serve. But you know something? That's nothing new to us.

Someone once said life is 10% what happens to you and 90% of how you react to it. We make decisions everyday, both in our personal lives and professional lives. Some decisions are easier than others.

Remember David McConnell? No, not the guy who thought he had a chance to beat Richard Shelby in the recent GOP primary. This McConnell sold books. His fledgling company was made up of salesmen who went door-to-door in the state of New York. It was a tough job. A stay-at-home wife or mother opened most of the doors he knocked on. It was 1886, after all, and less than 20%

of all women had jobs outside the home. And the other 80% were not too keen on allowing a strange man into an empty house.

So McConnell comes up with a revolutionary idea. Perfume. He armed his sales force with perfume samples, thinking no woman would pass up a free opportunity to try out a new perfume. And few did. Unfortunately, women were still reluctant to allow the salesmen inside to deliver their pitch. Facing financial ruin, McConnell completely shifted his business model, and his focus.

You know the rest. McConnell hires a predominately female sales force to go door to door selling, not books, but cosmetics. And just like that, the California Perfume Company is founded. We know it today by the name Avon.

Just like McConnell, we have to be open to change. And I feel we are witnessing a willingness, even an eagerness, by our industry to embrace change and to adapt to those changes like never before.

We've seen dramatic revenue shifts in recent years in digital revenue. We are doing a better job of turning our "digital dimes" into something more. We certainly aren't where we want – or need – to be. But we're closer.

No one ever could have predicted this media landscape 25 years ago, and all bets are off on what the next 25 will look like. But one thing for sure. It won't be boring and it won't be the same.

But that's okay. Because neither will we.

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

Competing for customers

Years ago, I helped judge an advertising competition for a large agricultural association. By design, all of the judges were outsiders. We evaluated each ad on its merits, without being influenced by inside knowledge of individual advertisers or personalities.

I recently ran across a left-over scoring sheet in my files. There were five scoring areas, with points awarded in each one. Although it was an industry-specific competition, these areas easily apply to all advertising:

1. Stopping power (described on the scoresheet as "attention getting ability"): This concept of stopping power is more important than ever. In the old days, we were exposed to about 500 ads per day. But today's number is 5,000 or higher.

It takes a lot to break through that kind of clutter.

2. Clarity of message ("is message understandable?"): I once heard a speech by John O'Toole, president of the famous Foote, Cone & Belding advertising agency. After his talk, I chatted with him for a minute or two and asked what

he thought was the most important principle of advertising. Without hesitation, he said, "Clarity."

3. Interest of message ("does message hold atten-



Ad-libs

By John Foust

tion of audience?"): Once an ad gets attention, the task is to maintain that attention.

The surest way to do that is to appeal to the target audience's interests.

And what are we human beings interested in? Ourselves. There's real truth in the old cliché that we all listen to radio station WII-FM – "What's In It For Me?" Every time we encounter an advertiser's product or service – even for a split second – we automatically run it through the self-interest filter. If it holds some appeal, we'll give it a few more moments of our time. If not, we'll click, tap or turn to something else.

The key is to know the audience. Marketing textbooks emphasize the value of features

and benefits. Along the way, it's smart to narrow the list to those which are most relevant. Features A,B and C may not mean anything to potential buyers, but Feature D might hit the mark.

4. Believable ("will audience believe message?"): Although advertisers realize that there is no sale without trust, some of them hurt their chances by resorting to exaggerations and unsubstantiated claims. They lose credibility when they use shallow terms like "unbelievable," "one of a kind" and "best deals in town."

I believe that people often exaggerate when they lack confidence in the truth. Sometimes this means the copywriter has not learned enough about the product and the audience to create a believable campaign. The remedy is to get the right information – and simply put that information into words and pictures.

5. Tone ("good taste in keeping with audience"): This is a matter of likeability. People would rather hear, "We understand you, and here's something you'll like" than to hear, "You're making a big mistake if you don't buy from us."

At the end of the day, there's something which can mean more to your advertisers than winning ad contests. And that's winning customers.

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

Chavern

from pg 9

of the Internet. In December 2015, the number of digital news consumers reached a new high of 182 million adult unique visitors – that's a 10 percent increase year-over-year and double the growth

rate for the Internet overall.

As these figures demonstrate, people do pay attention to the news and engage deeply with trusted content. In the end, I believe the rarity of such attention in a distracted world will make news organizations extremely valuable to digital advertisers.

Help Wanted

Marketing/Advertising Sales Representative

Tallapoosa Publishers, Inc. has an immediate opening for a full time Marketing/Advertising Sales Representative. Qualified applicants should be goal-oriented, team players, extremely organized and have a positive attitude.

Compensation plan includes base salary, commission and bonus incentives, health/dental insurance, 401(k), life and disability insurance, retirement plan, and paid holidays and sick leave.

Tallapoosa Publishers, Inc., is an award-winning media company based on Lake Martin in Alexander City, AL. The company publishes five community newspapers, three monthly lifestyle 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 and assisting in collecting ad copy, delivering proofs and tearsheets, ensuring high customer service.

Communicate rate packages and multi-media marketing plans to client and prospects.

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 base of accounts.

To apply, please EMAIL resume to marketing@alexcityoutlook.com. No phone calls, faxes or walk-ins, please. Qualified applicants will be contacted directly for interviews.

Weekly Publisher Wanted

Weekly Publisher – Accepting publisher resumes for a small weekly newspaper in Tallulah, La., (just west of Vicksburg, Miss.) Great opportunity for an up-and-coming editor, or a newspaper couple that desire to run a small operation together (editorial and ad sales). The ideal candidate has solid editorial judgment and writing skills, page layout, and sales/business experience is certainly helpful. If you have the drive, but may be lacking a few tools in your skill set, we do train. The operation is PC-based, using Quark, Pho-

toShop, and PDF workflow. This 2,000 paid circulation, three-person staffed small weekly operation is 20 miles west of Vicksburg, Miss., on I-20. If you do not wish to work hard, forget about it. Publisher compensation range \$40K – \$45K, 401(k), health benefits, etc. Send resume, references, and letter of interest to: Dan W. Strack, Emmerich Newspapers, at strack@emmerichnewspapers.com

Advertising Sales Account Executive

Over The Mountain Journal has an immediate opening for an advertising sales account executive. Qualified applicants should be highly motivated, goal oriented, with a track record of success. Outside media sales is preferred but not required. We are an award winning 26-year-old suburban newspaper serving the communities of Mountain Brook, Homewood, Vestavia Hills, Hoover and North Shelby County. This position will be responsible for handling existing accounts as well as generating new business. We're looking for someone who shares our enthusiasm for helping local business get results through print and online advertising. Base salary with aggressive commission structure, insurance and retirement plan available. Email resume with cover letter and reference to: mwald@otmj.com

Immediate Opening for a Multimedia Copy Editor

The Gadsden Times, a seven days a week publication in Gadsden, AL, has an immediate opening for a Multimedia Copy Editor. This is an evening position, Tuesday through Saturday.

The Multimedia Copy Editor has strong web content management skills, a demonstrated commitment to web/digital-oriented delivery of news and understanding of and experience with using social media to promote news and interact with readers. They are expected to pro-actively develop and complete an assignment without significant direction from editors.

They should:

- Demonstrate mastery of assigned editing tasks.
- Ability to coordinate print and web content with news staff and off-site designers.

- Demonstrate consistent, quality performance in effective editing, headline writing and website content management. Knows, understand uses all appropriate editing and writing tools, such as Associated Press and local styles.

- Ability to select and edit wire content, helping edit and display local content in print/online while contributing to the news report through traditional methods and multimedia platforms.

- Demonstrate mastery of spelling, grammar, syntax and word usage, including the ability to tighten copy when appropriate.

- Adapt easily and effectively to changing technologies – social media, content management systems, multimedia video/audio – uses them appropriately and effectively on the job.

- Work as the off-hours liaison to answer questions on content plans, copy flow and to ensure deadlines are met.

- Manage time effectively to ensure consistently high quality performance and to meet deadlines.

- Demonstrate consistently strong communication skills in working with other staffers in the newsroom and in other departments.

- Demonstrate a keen understanding of world, national, local and state news and uses that knowledge effectively to improve performance.

- Perform all other duties as assigned. Maintains a positive work atmosphere by acting and communicating in a manner so that you get along with customers, co-workers and manager.

Interested applicants should submit a cover letter and resume to Monica.Johnson@gadsden-times.com or Human Resources, P.O. Box 188, Gadsden, AL 35902.

No phone calls please.

GateHouse Media and all subsidiaries are Equal Opportunity Employers and value diversity in our workplace.

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

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

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. 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 com-

munity 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@alexcity-outlook.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

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.

Coffee and Newspapers.
One wakes you up. One opens your eyes.
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