

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

JULY 2016

Important Dates

Online Media Campus

*Strategies to Increase Reader
Engagement*

Thursday, July 28

Presenter: Liz Worthington,
American Press Institute

*Revamping Your High School
Sports Coverage*

Friday, July 29

Presenter: Tim Schmitt,
GateHouse Media

2017 APA Journalism Summit
Montgomery, AL
February 9-10, 2017

2017 APA Summer Convention
Orange Beach, AL
July 6-8, 2017

Summer Convention a success

DuBois elected to APA board

Garrison to run for Hartselle mayor

A soldier's D-Day story

Study reveals advertising with
newspapers triples ad campaign
effectiveness

Knight retires after 52 years as
newspaperman

Judge rules lawsuit against Gulf State
Park hotel due for dismissal

APA attorney Bailey honored



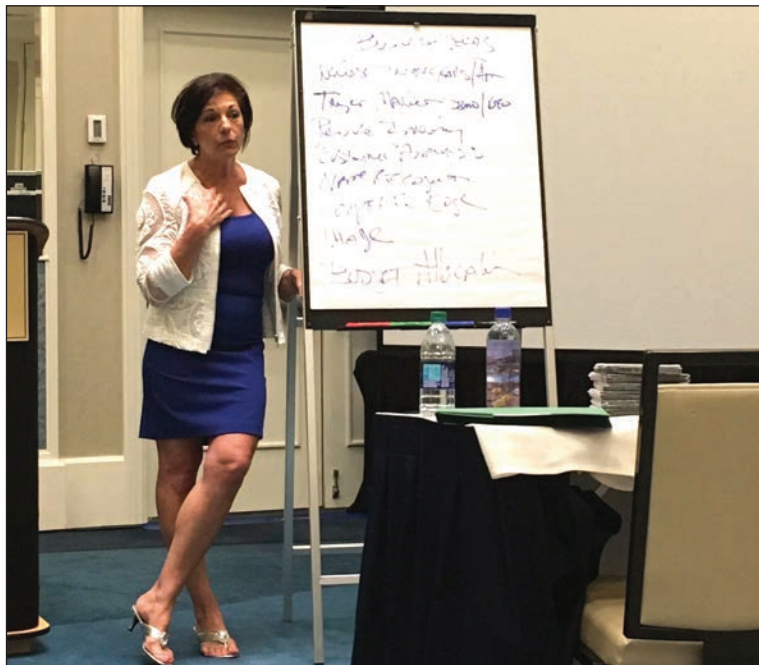
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Diane Ciotta

Summer Convention a success

Delegates attending the 2016 APA Summer Convention gave high marks to the programs and the festive BNC celebration, with the top score going again this year to the luncheon speaker.

The luncheon speaker was Morley Piper, a D-Day survivor, who told his story of landing on Omaha Beach in the pre-dawn hours of June 6, 1944. A story about his presentation follows in this newsletter, and you can also watch the video at

<https://youtu.be/6Gkz396rkhk>.

Other program highlights included Val Hoepfner's hands-on session on mobile reporting and video storytelling. Val offered a formula for how to do a basic mobile video: 5 minutes, 5 shots, 5-minute edit. Also, check out these apps Val recommends to every journalist: <http://valhoepfner.com/mobile-reporting-apps-for-journalists-2016/>.

see **Summer Convention** pg 3

DuBois elected to APA board

Denise DuBois was elected to the APA Board of Directors at the summer meeting. She will represent District 4, replacing Robert Granfeldt.

DuBois is the co-publisher and executive editor of The Citizen of East Alabama in Phenix City. She began her career as a reporter and photographer with The Citizen of East Alabama in 2007, and assumed her current role in 2012.

She has served on the board of the APA Journalism Foundation since 2014. Over the years,

she has also served on boards for the Russell County American Red Cross, United Way of the Chattahoochee Valley, Right from the Start (a healthy marriage and family initiative), Miss Phenix City Pageant, and is a Disaster Action Team Captain for the Red Cross.



Denise DuBois

Summer Convention

from pg 2

Another high-energy program was Diane Ciotta, reminding everyone advertising sales is all about the client and their results. She explained that when you are first calling on a prospect, you are there to talk about THEM and their busi-

ness, not about advertising. Learn more about Diane at <http://diane-ciotta.com/>

Design consultant Ed Henninger also presented a program on how the presentation of public notices in newspapers can help build readership and make readers aware of the importance of keeping public notices in print.

The convention came to a close with the Better Newspaper Contest banquet, which included a new format and the presentation of more awards. Delegates liked the faster

pace of the program and the red carpet atmosphere.

The Winners tab, a publication of all of the winners in the contest, is available online at: <http://www.alabamapress.org/wp-content/uploads/2016/06/2016-BNC-Tab-Web-1.pdf>. If you would like a hard copy of the tab, please let us know. We will be glad to mail it to you.

Also new this year is a website where you can view the full content of all winning entries online at: <http://summer.alabamapress.org/contest-winners/>.

Garrison to run for Hartselle mayor



Randy Garrison

Hartselle Enquirer Publisher Randy Garrison has announced he is running for mayor of Hartselle. Garrison and his wife of 30 years, Lynn Brown Garrison, are both lifelong residents of Hartselle. They have two adult sons, Jordan, a pharmacist and Jacob, a civil engineer.

"Hartselle has been very good to my family and me, and I want to give something back to my hometown by serving to the best of my ability as its mayor," Garrison stated.

Garrison joined the Enquirer staff in 2002, as a retail sales representa-

tive. He was promoted in 2004 to advertising manager and general manager in 2011 before being named publisher that same year.

He is a graduate of the former Morgan County High School and earned a bachelor's degree in business administration and government accounting at Athens State University.

The election will be held August 23, 2016.

Upcoming Webinars

Google Analytics: Segments

Thursday, August 18

Presenter Sherri Horton,
GateHouse Media

Maximizing Your Digital Revenue

Friday, August 26

Presenter Max Freund,
The Gazette Company

Register at
onlinemediacampus.com

Presented in partnership with:

Alabama Press
Association

High-quality, low-cost web conferences
that help media professionals develop
new job skills without leaving their offices.

A soldier's D-Day story

by: Kris Martins

For 50 years, Morley Piper didn't talk about the sounds of German gunfire on Omaha Beach or the fear and trembling he felt the days after he ran off the French sand with his life that June afternoon in 1944.

It was only after returning to France for the 50th anniversary of D-Day that he decided to share his account of the Normandy invasion, something others are beginning to do to preserve the realities of World War II. He shared his story with the delegates of the 2016 APA Summer Convention last month.

June 6 this year marked the 72nd anniversary of D-Day, the Allies' attack on Western Europe during the war.

"D-Day was a decisive battle," Piper said. "It was the beginning of the end of the long Nazi occupation of western Europe."

Piper was 19 years old and a brand new infantry officer—a second lieutenant in the 29th Infantry Division—when he headed toward the shores of France. He had joined the division just a few months before the invasion.

"We were all pretty young, of course, in the army then," Piper said. "I like to think of it as an age of innocence in the country. We were ordinary young men mostly."

Most grew up in the grip of the Great Depression and were called to serve and face a professional German army waiting above the French sand.

At 3:30 a.m., U.S. soldiers climbed down a rope ladder from the deck of a troop ship and onto a small boat on the rolling sea about 10 miles away from the Normandy beaches.

Leading up to the invasion, military strategists thought the battle would be a mismatch, Piper said.

"Waves were cresting over the top of our little boat, drenching all of us down below, crowded shoulder-to-shoulder in uncomfortably lonely companionship," Piper said. "Some got seasick, couldn't wait to get off no matter what happened next."



Morley Piper

About 3 miles out, the battleships were all around them, shelling the shore with great flashes of fire followed by the yellow and black smoke of explosions.

At 7 a.m., Piper's regiment, the 115th, was scheduled to follow the 116th Regiment's first touchdown on the beach at 6:30 a.m.

"Our mission was to establish a beach head, to nullify the German guns on the high ground, to liberate the small towns along the coast and to seize the coastal highways so we could get reinforcements and vehicles and tanks and supplies off the ships onto land," Piper said.

But as the 116th Regiment initiated the ground assault, it was "decimated."

Trouble surrounded. Fire rained onto the beach from the German fortifications on the high ground as other boats were hit in the water. Tanks sunk, with some crews clamoring out and others never surfacing.

"Lots of deaths coming in," Piper said. "Soldiers shot getting off the boat, shot wading in, shot on the beach, some stepped on mines, some drowned. Bodies everywhere,

wounded everywhere. We were on our own mostly."

German machine gun fire was striking the side of his boat, and like many others, his group did not land where it was supposed to. His regiment was sent in immediately instead

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of waiting the half hour they were originally supposed to wait before joining.

"And we saw the troops that went in ahead of us blown nearly to bits,

see **Soldier's story** pg 5

Soldier's story

from pg 4

not many behind any protection," Piper said. "We knew then that we would have a dreadful time. I guess we knew that all along, but until you were there it is not possible to realize the enormity that is coming."

Confusion created disorder, Piper said. The soldiers tried to apply their infantry tactics, but they couldn't do much under the intense German fire. Survival was the priority. Plans went out the window. People were just running, scrambling for any shelter they could find.

"Instead of finely honed, well-trained infantry warriors, most of us were exhausted, almost helpless," Piper said.

The soldiers later learned that as soon as they landed, the advantage was immediately shifted to the Germans.

The Germans were fortified on the high bluffs above the beach. Planes that were supposed to bomb the beaches earlier to create craters for the invading soldiers to duck in came too late, for soldiers had already begun to arrive on the beaches. And though the planes were also supposed to bomb the German lines too, they overshot their target.

Almost nothing worked according to plan, Piper said.

They were told to get off the beach in about an hour, but by the end of the first hour they were just huddled against anything they could find for cover, struggling to contain control.

"But we could feel the cold fingers of fear almost getting the best of us," Piper said.

After several hours, the soldiers managed to reach higher ground where they had better cover. However, inch-by-inch they reached a place where they could set up their own line of fire.

They tried to do enough damage to get closer to the Germans with heavier weapons. By that time, their

"Visiting that cemetery meant we were together again with out fallen soldiers...And looking out over the graves to Omaha Beach below and just beyond onto the water brought a vision to me of our soldiers coming in on those small boats, many in the last moments of their lives," Piper said.

position improved slightly, though there was still difficulty.

They could not be evacuated. Their backs were to the sea. Because they weren't advancing, they faced annihilation or capture.

"We were returning fire, but we had grave doubts about making it," Piper said. "I think most of the soldiers on Omaha Beach that morning thought they wouldn't get off the beach. I certainly didn't."

At about 1 p.m., engineers blew a hole in a 12-ft cement wall the Germans built to block the access road from the beach to the coastal highway.

Soldiers poured through, finding themselves in the town of Vierville-sur-Mer.

Finally the 29th Infantry Division was off the beach, if barely.

By mid-afternoon, a handful of Americans held the town, Piper said. Toward evening, they held sections of the coastal highway and made their way, under fire and bombardment, to Saint Laurent-sur-Mer, the next town.

By nightfall they had penetrated the outer reaches of the town. By early morning, Saint Laurent fell, and they moved inland from there.

As days turned to weeks and weeks turned to months, the soldiers became accustomed to the injuries and death around them.

"There was so much of it, it became commonplace, yet it was inexpressibly sad as we would realize the

rest of our lives," Piper said.

Every day a new set of terrifying circumstances presented themselves. They hoped that if they had to die, they could do that well too. And do it bravely.

"Fear was a strong emotion, followed by anger, sadness and determination, and what I call heart," Piper said.

Continuing to move inland meant going through Normandy farmlands and the hedgerow country. They were headed to Saint-Lô, which took them a month to reach.

They found the Germans massed there. However, the town fell on July 18, about a month after D-Day.

Piper was hit twice that day with mortar shrapnel and was out for six weeks before rejoining the 29th division in September, on their way to northern France and Germany.

They fought through western Germany and withstood a cruel European winter in 1944, Piper said. But they endured, and the war ended in May 1945 on the banks of the Elbe River in northern Germany.

Seventy years later, Piper stood at the Normandy American Cemetery in Colleville-sur-Mer, looking over more than 9,000 graves that are pointed westward toward home.

The cemetery is a beautiful place that is both saddening and liberating, Piper said.

"Visiting that cemetery meant we were together again without fallen soldiers. ... And looking out over the graves to Omaha Beach below and just beyond onto the water brought a vision to me of our soldiers coming in on those small boats, many in the last moments of their lives," Piper said.

He didn't have nightmares after the war, nor did he jump at loud noises, but he thought about the war every day and how he survived it when so many didn't.

"Those days have lived with me forever," Piper said. "They shaped my life."

Kris Martins is a journalism student at Auburn University. She is working as a summer intern at The Decatur Daily as part of the APA Journalism Foundation Summer Internship Program.



Study reveals advertising with newspapers triples ad campaign effectiveness

Jessica Goodfellow | The Drum July 14, 2016

(Reprint of article appearing in this months Editor & Publisher)

Advertisers who are cutting back on newspaper advertising are missing a beat. This is the message of a new study, conducted by effectiveness consultancy Benchmarking for Newsworks, which claims that advertising with newspapers increases overall revenue return on investment by three times.

The ROI study covers 500 econometric models to provide evidence of the impact newsbrands have on advertising campaigns. The results show that newspapers increase overall campaign effectiveness as well as boosting other media - newspapers make TV twice as effective and online display four times more effective. It goes on to claim that using digital newsbrands boosts print ROI by up to five times.

The research comes off the back of challenging times in the print market, which has seen print advertising revenues decline at a rapid rate this year as advertisers are investing more digitally. Across all categories print newsbrand spend has declined since 2011, while digital channels accounted for a third of media spend in 2015.

The research hopes to prove once and for all the value of print advertising. It claims advertisers wanting to maximise effectiveness in their campaigns need to return to 2013 levels of expenditure, where investment in print was at 11.4 per cent. That figure has since dropped to 7.6 per cent in 2015.

On a sector by sector basis, the research found that adding newspapers to a campaign increases effectiveness by 5.7 times for finance; three times for travel; 2.8 times for retail; 1.7 times for automotive; and 1.2 times for FMCG.

Rufus Olins, chief executive at Newsworks, said: "Advertisers who want the best return on their investment should study this data. It is clear that newspaper brands boost other media as well as performing a powerful role in their own right. Running a campaign without newspapers is like trying to bake a cake without baking powder."

Claire Harrison-Church, VP marketing at Asda, said: "Newsbrands are a crucial part of Asda's marketing mix because they provide us with an influential and flexible platform that we

use to inform and inspire our customers. The ultimate goal of our comms is to deliver returns and this large-scale study allows us to continue to invest

"Advertisers who want the best return on their investment should study this data. It is clear that newspaper brands boost other media as well as performing a powerful role in their own right."

- Rufus Olins,
CEO Newsworks

with confidence. Retailers know that adding newsbrands to a campaign increases the effectiveness of other media - here we have the evidence to prove it."

Knight retires after 52 years as newspaperman

Clif Knight retired recently from a staff writer position at the Hartselle Enquirer, a position he had held for 48 years.

He joined the Hartselle Enquirer staff as associate editor in September 1961 after breaking in as a cub reporter with the Aberdeen, Miss. Examiner. After five and one-half years, he made a career change by becoming the editor of the 'Spinnerette,' a bi-weekly newspaper published by Monsanto Company in Decatur for its employees and their families.

He rejoined the Hartselle Enquirer staff in March 1970 as editor and part owner and retained that position

until March 1998 when the newspaper was sold to Boone Newspapers Inc.

He remained on staff as editor until he stepped down in July 2000 to run for mayor of Hartselle. In September 2014, after losing a bid for reelection, he returned to the newspaper as a staff writer.

Knight is a native of Lineville, and a veteran of the U.S. Air Force. He is a graduate of the University of Alabama with a B.A. degree in journalism.

He and his wife, Geanell, have been married for 61 years. They have two sons and a daughter, three

granddaughters and a great-granddaughter.



Clif Knight with wife Geanell

APA attorney Bailey honored



Dennis Bailey

APA General Counsel Dennis Bailey was recognized recently by the Alabama State Bar with the President's Award of Exemplary Service to the Profession.

The award is given each year by the president to those who best exemplify the ASB motto, "Lawyers Render Service."

Bailey is a shareholder with the Rushton Stakely law firm in Montgomery. He has served as APA general counsel for more than 30 years, and oversees APA's Legal Hotline.

He is a member of the American Board of Trial Advocates and a member of the Board of Directors of the Alabama Defense Lawyers Association.

Judge rules lawsuit against Gulf State Park hotel due for dismissal

By Mike Cason, al.com (July 5, 2016)

A judge has ruled that the former commissioner of the Alabama Department of Conservation and Natural Resources has no standing to proceed with his lawsuit against Gov. Robert Bentley and others over the funding of the new hotel and other improvements at Gulf State Park.

Montgomery County Circuit Judge Truman Hobbs ruled that Charles Grimsley lacks standing to proceed with the lawsuit because the money being used came from BP, and not taxpayers.

"Courts have refused to confer taxpayer standing upon citizens when the source of the funds was from the federal government or private entities," Hobbs wrote.

Grimsley's lawsuit alleges that the BP funds being used for the project are not authorized as a funding source under the 2013 legislation that initiated the project.

Grimsley said this in response to Hobbs' ruling: "If the BP funds are not state funds, then how did they become the private funds of the governor to spend at his discretion?"

Bentley had also directed that BP money left over from payments for the 2010 oil spill be spent on repairs and renovations at the beach

front governor's mansion near Gulf Shores.

Grimsley said he was discussing his next move with his attorneys.

State Auditor Jim Zeigler last week moved to intervene in the case, essentially agreeing with Grimsley's claims.

Hobbs, in his order today, gave Zeigler 10 days to "show cause why his request to intervene should not be denied and this action dismissed."

Zeigler said Hobbs' ruling "makes it all the more important that I be allowed to proceed with the litigation."

Zeigler said he was seeking standing to sue both as a taxpayer and as the state auditor. He said he would comply with the judge's order to show cause within 10 days.

In an emailed statement, Bentley said the 350-room lodge, trails and other improvements at Gulf State Park will be an asset for the state.

"The new lodge and convention center will keep conventions in the state of Alabama, bringing in millions of dollars to our state and creating more jobs," Bentley said. "The money that is generated from this facility will help revitalize other state parks throughout the state."



Tommy Gerlach and Morley Piper



Delegates enjoy a sunset cruise aboard the Daniel Webster Clements



Fuller Goldsmith with the captain of the Daniel Webster Clements

Summer Convention 2016



Glenda Curl and Ethan Van Sice from the Wilcox Progressive Era



Starnes Publications staff



Rex and Helen Maynor and Terry Conner



Morley Piper and the Crewmates of the USS Alabama



Brad English (l) with Jim and Missie Broyles from the Montgomery Advertiser

People

Cathy Higgins has joined the staff at Tallapoosa Publishers, Inc. and will serve as sports editor of The Outlook and The Dadeville Record.

Higgins is a native of Jacksonville, Ala., and has more than 15 years of experience in various roles for newspapers, magazines, and electronic media across the Southeast.

Courtney Neese has joined Greenville Newspapers as a marketing consultant. Neese is a 2015 graduate of Greenville High School and currently attends Alabama Southern Community College in Monroeville.

The Times-Record in Fayette recently named **Mark Hulsey** as sports editor. Hulsey is a 2013 graduate of the University of West Alabama with a Bachelor of Science degree in sports management.

While at UWA, Hulsey worked as an intern in the Sports Information Department.

William Carroll has been named managing editor of the Tallapoosa Publishers, Inc. newspapers that serve Elmore County – The Wetumpka Herald, The Tallassee Tribune and the Eclectic Observer.

Carroll comes to Elmore County from West Point, Miss., where he served as managing editor of The Daily Times Leader.

Carroll is a graduate of Belhaven College in Jackson, Miss., and Valparaiso University School of Law.

Charley Gaines has joined the staff of the Hartselle Enquirer as a staff writer. A native of Huntsville, Gaines is a graduate of Auburn University and has previously worked in television news.

Deaths

Evan Carden, former editor of The South Alabamian in Jackson, died June 7, in Athens, Ala. He was 52. He had suffered from pancreatic cancer.

Carden was editor at the newspaper from 2002 to 2012, before moving to north Alabama to take another job.

Before joining The South Alabamian, Carden worked at The Luverne Journal and The Lowndes Signal. He was also a news editor for The Messenger in Troy.

He was a graduate of the Univer-

sity of South Alabama with a degree in English/Creative Writing. While attending college, he worked part time at The Baldwin Times in Bay Minette.

Survivors include his wife, Diane Carden; son Eric Carden; mother, Jeannette Carden; stepson, Falon Moss; twin grandsons, Josiah and Gabriel Moss; brother Ashley Carden; and other relatives.

Longtime political reporter, **Bob Johnson**, died May 13, 2106, at his home in Gardendale. He was 66.

Johnson retired in 2013 after spending 14 years with the Associated Press. During his career, he worked as a statehouse reporter at the Montgomery Advertiser and as a reporter and editor at the former Birmingham Post-Herald.

He is survived by his children, Robby Johnson (Becky), Michelle Johnson, and Whitney Johnson; grandchildren, Christian Johnson, Zylayah Johnson, Malik Johnson, Kayden Johnson, and Brooks Johnson.

Industry

Do you have this app on your phone?

The Reporters Committee First Aid app is designed to help journalists who need quick answers to legal issues that arise while covering the news. It is meant as a quick solution during an urgent situation, such as when a judge or other official is keeping you from a hearing or meeting, or a police officer is threatening you with arrest.

RCFP FirstAid is available free for iPhone, iPad and Android devices. To find the app, users can visit the Apple, Google or Amazon app stores or search for "Reporters Committee". Visit <http://www.rcfp.org/app> for more information.

Users can view legal topics covering: Gathering the news; Court access; Public meetings; Public records; Reporter's Privilege; and Libel. Within each category, users can narrow in on their particular need. For example, under Court access, they will find access information including juror questionnaires, arrest records, pretrial records and more. Many of the questions also include state-specific law if the user has selected one or more states.

More extensive assistance is available through the RCFP website: www.rcfp.org.



Get affordable digital training at APME's NewsTrain in Murfreesboro, Tenn.

APME's NewsTrain is bringing its affordable digital training to Murfreesboro Sept. 30-Oct. 1.

For only \$75, get two full days of cutting-edge training, including meals, at Middle Tennessee State University, 39 miles south of Nashville.



In addition, the first 25 registrants receive a free AP Stylebook. NewTrains frequently sell out. Don't miss this chance for nearby, top-notch, digital training at an unbeatable price! Register today at bit.ly/MurfreesboroNewsTrain.

Attendees regularly rate NewsTrain's training as 4.5 or higher, with 5 as highly effective and highly useful.

Associated Press Media Editors has sponsored NewsTrain since 2003, training 6,000-plus journalists in 83 workshops.

"This is the best hands-on collection of practical sessions with knowledgeable 'in-the-field' instructors I've experienced," said reporter Kelly Shiers about the most recent NewsTrain in Nova Scotia in May.

In Murfreesboro, the sessions -- requested by a committee of local journalists and designed to teach immediately usable skills -- include:

- Making smart choices in digital storytelling,
- Growing audiences with Facebook Live, Periscope, Snapchat and Instagram,
- Using social media as powerful reporting tools,
- Shooting shareable smartphone video,
- Maximizing your smartphone for mobile newsgathering,

- Writing news for mobile,
- Creating simple graphics for mobile,
- Editing your own writing, and
- Producing data-driven enterprise stories off your beat.

Trainers include John Duchneskie, assistant managing editor for design/graphics at The Philadelphia Inquirer, and Val Hoeppner, director of the Center for Innovation in Media at Middle Tennessee State University. Additional trainers will be named soon.

Discounted rooms for \$109 a night, plus tax, are available at a hotel that offers free shuttle service to the workshop site.

Competitive diversity scholarships that cover the \$75 registration fee are available for journalists, journalism educators and journalism students from diverse backgrounds.

Please see bit.ly/MurfreesboroNewsTrain for more information.

Illinois newspapers band together to say ENOUGH!

The power of the press was demonstrated recently in Illinois when the General Assembly passed stopgap budget measures -- on the final day possible -- that will keep K-12 schools open, benefit the state's colleges and social services, and provide funding to keep state government operations afloat.

The stopgap measures came one

day after more than 60 newspapers joined the State Journal-Register in a coordinated editorial effort (with many of the editorials on the newspapers' front pages) declaring "Enough" and demanding that a budget be passed.

Over 65 newspapers devoted their front page to an editorial calling for compromise and action by both the Democrat-controlled legislature

and the Republican governor.

"This is a great example of newspapers performing their watchdog role on government and, also, using their collective clout to bang the drums to get attention and action on a crisis situation that is impacting every Illinois citizen," IPA Executive Director Dennis DeRossett said.

Be ready for the new FLSA Overtime Rules

In May, the U.S. Department of Labor finalized its Proposed Rule to increase the salary threshold necessary to be classified as exempt for overtime. The new rules will become effective December 1, 2016.

The standard salary threshold will increase from \$23,660 to \$47,476 per year. Beginning January 1, 2020, the salary threshold will increase every three years.

APA General Counsel Dennis Bailey shared these suggestions with participants at the Summer Conven-

tion with these suggestions.

To be exempted from overtime rules:

- 1) the employee must be paid on salary
- 2) he/she must be paid more than \$47,476
- 3) he/she must be in a management position and manage up to two people.

Here are a few things the employer can do to avoid paying more:

- 1) keep everyone under 40 hours per week

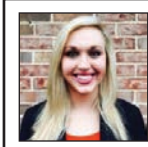
- 2) raise the salary over \$47,476

- 3) adjust salary down and pay overtime

It is important to note that an individual publication with circulation under 4,000 is exempt. If one corporation owns multiple newspapers under the 4,000-circulation threshold, the question becomes whether they are separate publications, or must the circulation be aggregated? This is decided on a case-by-case basis.

Decatur Daily's Jason Ryle makes largest network upsell to date

As most of you know, we have been working hard to promote the Networks this year, and we really want our newspaper salespeople to get involved in selling into



Network News
by
Amy Metzler

them. When you sell into our Display and/or Classified Networks, your newspaper keeps one-third of the total cost. This is a great add-on to give your clients that extra coverage when they are already running a display or classified ad in your newspaper. It helps you, it helps your client, and it helps your newspaper. It's a win-win-win!

I want to take the time today to congratulate our first newspaper sale since we have started our Regional Meetings and give a big round of applause to Jason Ryle from

The Decatur Daily! Jason attended our Regional Meeting here in Birmingham, and in June he up-sold one of his clients to include statewide coverage. You will recognize the following ad as your classified reps start placing it this week:

COMMERCIAL PROPERTY - 3313 Sexton Rd SE. Decatur AL. 24k sq ft +/- manufacturing warehouse. 18k sq ft +/- warehouse. 3 Phase Power, nicely finished 6k sq ft +/- office space with 4 restrooms, 1 full bath. 6k sq ft +/- storage above office space. Building has 3k sq ft +/- storage shed on 1 2/3 acre +/- partially fenced with complete security cameras and alarm system, secured gate. For lease or sale w/ owner financing. Willing to partition and lease partial. For further info please call or text Bill J. Smith at 1-256-318-6550.

For anyone who's counting — that's a 91 word Ala-SCAN ad! This ad will give the Decatur Daily \$235.00 in extra revenue per week. Jason even up-sold the client to run FOUR WEEKS statewide! As you can tell, we are excited to see our newspaper staff members getting involved in the Networks again, and Jason will be receiving his bonus check for bringing a new client into the Networks in the mail soon.

If anyone has any hesitations or questions about selling into the Networks, please call me! I'd love to chat with you and brainstorm about some of your current prospects. So, congrats again to Jason, and happy selling!

Amy Metzler is a sales/marketing executive with Alabama Press Association. She can be reached at: amy@alabamapress.org



AlabamaLegals.com

Please remember to upload your legals for
AlabamaLegals.com

If change means improvement, we must be getting close to perfection

There was a time when cotton was king in Alabama. In fact, in the years leading up to the Civil War, cotton had positioned Alabama as one of the five richest states in the country. Then enter one boll weevil. Actually more like one million boll weevils. A member of the beetle family, the boll weevil jumped the Mexican border into Texas in 1892. It made its way into Alabama by 1915, leaving decimated cotton fields in its wake.

In Enterprise, Alabama, a man named H.M. Sessions saw the beetle's arrival not as a curse, but an opportunity. He and other area farmers had been debating the theory of crop rotation for some time. In 1916, Sessions convinced C.W. Baston, an indebted farmer, to back his idea of giving peanut farming a chance. Not only did that first crop pay off their debts, but Coffee County became the largest peanut-producing county in the United States.

Things change, whether we like it or not. Most of the time, I fall into the "don't like it" camp. But I've also learned over time change doesn't really care what I think. So just like those farmers in south Alabama, it's adapt or die.

Winston Churchill once said, "To improve is to change; to be perfect is to change often."

This year marks twenty-five for me at APA. I've seen plenty of change. Some who are reading this may be doing so online.

That wasn't an option back in the day. Mr. Gore hadn't gotten around to inventing the Internet, and my computer was an IBM



Ad Vice

by
Brad English

clone with a greenish-looking screen.

Our fax machines were filled with paper rolls. There was no such thing as a dedicated line; you had to transfer a fax call to the machine. And after about ten minutes, the ringing in your ear caused by the screeching sound on the other of the line would finally subside.

PDFs were still just a twinkle in Adobe founder John Warnock's eye; veloxes or film were still a necessary evil. And we had to be creative at times when transporting these ads from point A to point B. I remember coming to the office one Saturday morning to roll campaign ads into cardboard tubes. I then loaded the tubes into my car and took off for the nearest Greyhound station to insure Ryan DeGraffenreid's ad would appear in the next day's Sunday edition.

Technology has brought about increased efficiencies. And that's a good thing, because we all have to do more with less these days. I know as an ad service, we have more programs to offer our clients than ever before. Staying on

top of all of that wouldn't be possible without the equipment we have today. Maybe change really is the mother of invention.

And speaking of invention and technology, one of the most exciting additions to our advertising menu is our digital network. It's an impressive collection of member web sites consisting of a designated spot on the newspaper's site (member choosing the location) and sold on a month-to-month basis. Currently our network is collectively serving up more than six-million monthly impressions. That's more than many similar programs operating in the country. More on this, later.

Churchill also said, "The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty." Our industry is facing a time when opportunities abound. Five short years ago, about all the work I did for my clients was print. Now, it's about 50-50, print versus digital. And I really shouldn't say "versus." It's not about competition, it's about complementation. It's about delivering what's best for the customer.

And that's one thing that won't ever change.

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

Setting realistic goals

Derek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.

Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details. Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.

The accounting department worked overtime to clean up the mess. And the ad department hired a replacement. But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was ten percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:

1. Fairness is in the eye of the beholder. If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

2. Goals impact morale. When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds himself falling short week after week, he can get discouraged and say, "What's the

use?"

3. Morale is contagious. Although sales people spend a big part of each day working independently, they are part of a team. When there are problems, they are often likely to talk to each other



Ad-libs
By John Foust

er than to the boss.


4. Consider multiple factors when setting goals. Across-the-board increases are common, but inherently out of touch with reality. Let's use the ten percent figure at Derek's paper to illustrate. If you're looking for an overall ten percent increase, see that figure as an average. Some accounts could project a five percent in-

crease and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

5. Use the S.M.A.R.T. formula. This technique has been around for a long time – and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.


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.



These house ads are a great way to remind your readers of the importance of public notice.

You can locate them by logging on to Bamanet and opening the "Public Notice House ads" folder inside the ad department.

A CELL TOWER'S GOING UP NEXT DOOR OR HADN'T YOU HEARD?



Access to information is the public's most valuable tool when it comes to protecting your homes, your communities, and your government. Newspapers have the unique ability to reach a broad audience, regardless of the socioeconomic status, by providing public notices both in print and online.

The public notices appearing in your newspaper provide important information on issues such as rezoning for landfills, government contracts, and even traffic detours. It's your right to know how your tax dollars are spent and what could be coming to your neighborhood.

And when it comes to shining the light on government, public notices deliver.

Help Wanted

News Reporter

Tallapoosa Publishers has an opening for a news reporter in Wetumpka, Alabama. Qualified applicants are college graduates with exceptional writing skills, excellent communication and interview skills and a strong work ethic. The job requires flexible hours and reliable transportation, some weekend work will be required. Experience writing for a daily or weekly newspaper a plus. Competitive pay and benefits for the right candidate. E-mail resumes to william.carroll@alexcityoutlook.com. No phone calls please.

Editor-General Manager

The St. Clair News-Aegis seeks an experienced, digital savvy editor-general manager to lead this weekly newspaper.

This is a hands-on position requiring initiative, imagination and sure-footed editorial and administrative judgment. In addition to being responsible for all news and opinion content as editor, this person must exhibit leadership skills to direct this operation of three additional employees while multitasking at a high level.

The editor-general manager must be self-motivated, community-oriented and passionate about local content. This person must understand how the editorial and advertising aspects of the operation combine to produce a strong community newspaper.

Pell City is a growing community about 20 miles east of Birmingham on I-20. In addition to offering a good quality of life with good schools and recreational outlets, Pell City is located near Talladega, the home of one of NASCAR's premiere racetracks.

Interested candidates should email their resume, a cover letter explaining why they believe they are qualified for the position, and samples of their work to Terry Connor at tconnor@cnhi.com.

Sports Writer

The Southeast Sun, an award-winning weekly newspaper in South Alabama, is seeking a full time sports writer. Applicants must possess good writing, photography and time management skills. Layout experience a plus. Competitive salary and benefits. The Sun is a locally owned publication covering Enterprise/Fort Rucker/Daleville for over 35 years. Send cover letter and resume to: publisher@south-eastsun.com

Staff Reporter

Hartselle Newspapers, Inc., a media company that publishes

award-winning newspapers, magazines and websites in Alabama's Tennessee Valley, is seeking a staff reporter.

This position includes general assignment reporting, feature writing, some photography and some sports reporting. Quality of life here is as good as it gets and opportunity for advancement—with our company and others—is nearly limitless.

This full-time opportunity offers competitive salary and benefits. Compensation plan includes base weekly salary, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, paid holidays and paid sick leave.

Our products include:

- The Hartselle Enquirer, a weekly newspaper with a daily online focus.

- The Morgan Countian, a weekly newspaper covering areas of Morgan County outside of Hartselle.

- Hartselle Living Magazine, monthly lifestyle magazine.

Qualifications:

- Solid writing, researching and interviewing skills

- Fluent in AP style and strict adherence to grammar rules

- Experience in InDesign

- Valid driver's license, car insurance and a vehicle

- Excellent time management and organizational skills

- Bachelor's degree in journalism or related field preferred

- Competency in photography and social media required

To apply: Email résumé and writing samples to Publisher Randy Garrison at randy.garrison@hartselleenquirer.com or call 256 286 0233.

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, Photoshop, 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

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