

# *AlaPressa*

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

*AUGUST 2016*

## Important Dates

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South Regional Meeting  
Andalusia, AL  
September 8, 2016

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Online Media Campus  
InDesign Efficiencies  
Thursday, September 15  
Presenter Joe Greco,  
GateHouse Media

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

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

New Overtime Rules looming

Who is preserving our history?

State Records Commission has  
protected public records since 1955

Gordon completes internship  
in Hartselle

Mobile reporting: Apps for  
Journalists 2016

Scott Goldsmith announced as  
President and Managing Shareholder  
of JamisonMoneyFarmer PC



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Tim Prince, The Clanton Advertiser  
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## New Overtime Rules looming

Unless something changes before Dec. 1, 2016, there will be new rules in place regarding how businesses pay overtime. The new rules increase the salary threshold from \$23,660 to \$47,476 to be classified as exempt for overtime.

That is a one-time increase, but beginning Jan. 1, 2020, the salary threshold will increase every three years.

Nashville media law attorney Michael Zinser recently presented a free webinar through the Online Media Campus, in partnership with Southern Newspaper Publishers Association and the Alabama Press Association.



If you missed the webinar, you can still access it online at: <http://www.onlinemediacampus.com/2016/06/new-labor-rule/>. On the registration page, enter the discount code "overtime" and you will not be charged.

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.

see **Overtime** pg 3

## Who is preserving our history?

Newspapers are the most comprehensive record of history in every community, and for several years now, APA has worked with the Alabama Department of Archives and History on a project to digitize Alabama's newspapers. Are you sending copies of your publications to ADAH?

All APA members are encouraged to participate in this important project to preserve the recordings of history provided by newspapers. The process is simple, and no different than uploading PDFs of your newspaper's pages to an FTP site.

Tracey Berezansky, Assistant Director for Government Records, is heading up the project for ADAH. "The first step in the process is to complete what's called a 'deed-of-gift,' which ensures the copyright remains with the newspaper and keeps everything above board," Berezansky said. The copyright



to the newspaper remains with the publisher. Any researcher or vendor interested in publishing an article from a newspaper or a commercial use of the newspaper will be directed to the publisher.

"Once ADAH receives the deed-of-gift, instructions on how to upload the newspaper's pages are emailed. Once the digital pages are received by ADAH, they are archived for future use by those wishing to research information published in Alabama newspapers."

This form is available on the APA website or you can call the APA office for a copy. If you have any questions, please call Tracey Berezansky, assistant director for Government Records, Alabama Department of Archives and History 334-242-4452 or email her at: [tracey.berezansky@archives.alabama.gov](mailto:tracey.berezansky@archives.alabama.gov).

## Overtime

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Some members of Congress have proposed an alternative plan that will not increase the salary threshold by about 100 percent in one leap on Dec. 1. The Overtime Reform and

Enhancement Act, HR 5813, would instead impose a 50 percent increase in December and then phase out the remainder over four years. Reps. Kurt Schrader, Oregon; Jim Cooper, Tennessee; Henry Cuellar, Texas; and Collin Peterson, Minnesota are the bill sponsors.

"For us, news does not happen on a time clock," National Newspaper Association President and publisher of The Times Leader in Princeton, Ky., Chip Hutcheson said. "Covering

the news requires flexibility and creativity that rigid work rules do not allow. Our concern has been that, with our budgets constrained by the slow economy, we would have no choice but to cut back on news coverage and cut jobs, in order to keep everyone within the rules. Rep. Schrader recognizes, as we do, that the increase is needed and he wants to create a schedule that enhances jobs rather than squeezing them out of small businesses."

## State Records Commission has protected public records since 1955

In 1955, the Alabama Legislature created the State Records Commission within the Alabama Department of Archives and History.

The nine-member commission, headed by the director of the ADAH, is charged with the following responsibilities:

- conduct surveys of public records created by state agencies
- issue regulations classifying all public records and prescribing the period for which records of each class shall be retained
- determine which public records shall be preserved permanently because of historical value and which records may be destroyed or otherwise disposed of
- approve records disposal requests submitted by state agencies prior to the records destruction.

Since its creation, the commission has provided a valuable service in guiding the custodians of public



records. For example, in 2013 the commission addressed some basic questions about emails.

### 1) Is email a government record?

Alabama law stipulates that any document is a government record when it is created by a government employee in the course of conducting public business (Code of Alabama 1975, Section 41-13-1). Email messages are records and should be treated the same way paper records

are treated.

2) Are emails sent via a private email account government records if they document government business?

Yes. Code of Alabama 1975, Section 41-13-1 does not limit government records to those only created and/or stored on government property. Content determines whether or not a record is a government record, not format or the machines or e-mail accounts used to create the document.

3) Do agencies have to keep every email message permanently?

No. Just as a large percentage of an agency's paper documents are retained for a set period, a large percentage of its e-mail messages are also retained temporarily.

For more information on the State Records Commission, visit <http://www.archives.alabama.gov/officials/state100.html>.



# AlabamaLegals.com

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AlabamaLegals.com

## Gordon completes internship in Hartselle

*Editor's note: Gordon worked this summer at the Hartselle Enquirer with an internship sponsored by the APA Journalism Foundation.*

My name is Amanda Gordon and I spent my summer as an intern for the Hartselle Enquirer. I started my internship in mid-May and as school starts back on Aug. 17, I hate to see it go. I've had the opportunity to meet and work with amazing people, and a great opportunity to write about some remarkable people.

During my time at the paper, I've interviewed and written about the new CEO of eHarmony, Grant Langston, who grew up in Hartselle. I interviewed Kelly Ward, the Hartselle Junior High CMP manager who was a contestant on a reoccurring game show. I had the honor of interviewing and writing about the retirement of Clif Knight, an admirable staff

writer, who battled a terrible flood to protect the Enquirer. I also wrote about a disabled war veteran who lost his emotional support dog who was also his best friend; a 6 year old named Addison who learned about tithing and baked cakes to raise money for her princess birthday party; and lots more. I have spent time at the schools I grew up in, learning more about their school plans than I knew when I was in school. I've grown closer to and met more people in Hartselle that I could've ever imagined just because I was granted this internship.

I have truly enjoyed the opportunity I've been given to learn more about journalism and writing, something I truly love. As a writer, I learned more about proofing and grammar than I've ever known before. I helped edit and proof articles written for the

paper. I learned how to do in-depth research to get more information on a topic I was writing about, and I now know more about what goes on in the town I live in. I got to attend some pretty interesting activities that were held over the summer, and meet new people wherever I went.

The entire staff at the Enquirer has been kind and loving. During my stay, my aunt passed away suddenly. I got encouraging texts that helped me through my tough time. I am very thankful for the wonderful people I have worked with and worked for. I have truly enjoyed my time at the Enquirer, and I've learned so much from all of my coworkers. I am very thankful for the opportunity to have had this internship to learn more about journalism and writing.

## Mobile reporting: Apps for Journalists 2016

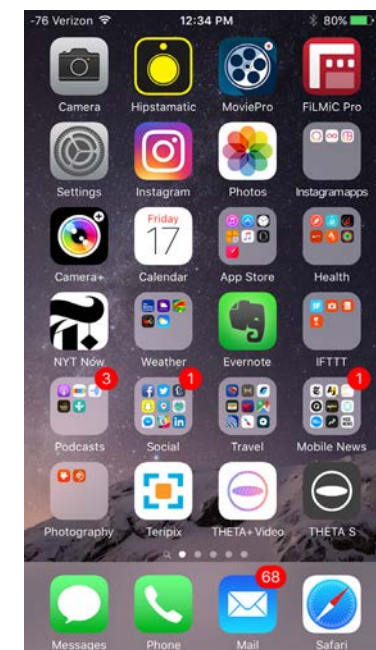
Val Hoepfner, a digital journalist and trainer, presented a popular program at the APA Summer Convention. Here are some of the tools Val suggests for all journalists. Visit <http://valhoepfner.com>, for more helpful information.

### Notes, documents and file transfers

**EVERNOTE** – A note-taking app that syncs text, photos and audio to Internet connected devices. Journalists can use it to take notes, dictate short stories (and photo captions) with audio option, write stories, captions and submit for editing. Evernote is more than an app, and available as a Mac OS download, via Google Chrome, Windows and other browsers. **FREE** – available on iPhone, Android and other mobile platforms.

### Audio and call recording

**iTALK** – iTalk Recorder is an audio recorder with high quality files. Press the big red button to record; press it again to stop. Files can also be saved to Dropbox with the Pro version. **FREE** for the basic edition,



\$1.99 for iTalk Pro, which features Dropbox uploading. Android has Voice Memo which is free.

### Photography, photo editing

**FILTERSTORM** – A photo-editing app for the iPhone and iPad.

Filterstorm contains editing tools similar to Adobe Photoshop on your computer. You can edit using layers, curves for adjusting tone, color correction, sharpness, noise reduction and a history brush. Filterstorm has two important features for journalists: 1 – the ability to add IPTC or caption information to images and 2 – the ability to send images directly from the app to an FTP server, email, Dropbox and more. \$3.99 – available on iPhone and iPad.

### Video and video editing

**MOVIE PRO** – A filmmaking app with full auto and manual controls for focus, exposure and white balance. What sets this app apart from others is the ability to listen to the sound you are recording with your video. Using a TRRS adapter you can record sound and listen live. Movie Pro also features a single-track video editor so you can create simple videos and quickly publish them. \$4.99 for iOS.

see **Apps** pg 5



## Apps

from pg 4

### Social media tools

**BUFFER** – Share to your Twitter, Facebook, LinkedIn and Google + from one place and at optimal times.

Add up to five tweets/posts to your “buffer” for automatic posting at the best times throughout the day. You can also schedule the buffered posts. Use the app, web version or post from Feedly, Nuzzle and other RSS feed apps. Free — available on iPhone.

### Extras

**5-0 POLICE SCANNER** – Allows users to listen live to local, national

and international police, fire and ambulance radio traffic. This app runs in the background on your mobile device so you can listen while writing a story or capturing photographs. FREE — available on iPhone. Android offers a variety of scanner apps, my favorite is Scanner Radio.

## Scott Goldsmith announced as President and Managing Shareholder of JamisonMoneyFarmer PC



Scott Goldsmith

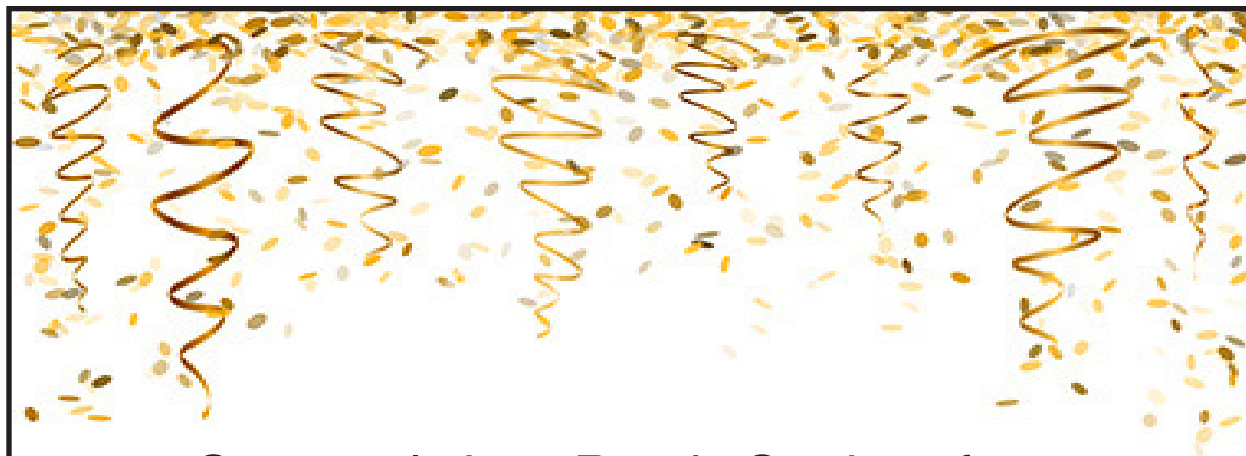
JamisonMoneyFarmer PC (“JMF”) Executive Board Chairman, Carl T. Jamison, announced today that Scott Goldsmith has been elected President and Managing Shareholder of the CPA firm and will assume the position on September 1, 2016. In making the announcement Jamison said, “This is the culmination of a leadership succession process we began two years ago and we are excited about the firm’s future as we transition to the next generation of firm management and leadership.”

Goldsmith, APA’s accountant since 2007, replaces Bryan Chandler who has served as Managing

Shareholder since 2005. “Scott and I worked closely in firm management during the last two years and I look forward to his continued leadership in this new role,” said Chandler. Chandler will take on assigned special projects and continue to work directly with firm clients, specifically in wealth and financial planning in the firm’s fast-growing affiliate, JMF Capstone Wealth Management, LLC where he will remain as Managing Member.

Goldsmith will be the sixth Managing Shareholder of JMF, which traces its roots to 1920, when Jamison’s

see **Goldsmith** pg 6



**Congratulations Randy Garrison from  
The Hartselle Enquirer and Rebecca Beasley  
from the Clayton Record for winning their  
mayoral elections!**

## Goldsmith

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grandfather, Carl C. Jamison, founded the firm. Goldsmith said, "We have a great history of client service,

including helping transition many of our client's businesses. Today, we are pleased to roll out our own transition plan and are excited about our growth plans." Scott Goldsmith joined the firm in 1989 and was admitted as a Shareholder in 1998.

Scott is a graduate of Central High School in Tuscaloosa and the University of Alabama. He is married to Melissa, and they have two chil-

dren, Lele and Fuller. Scott is also the Founder of "Fuller's Foundation: Advocating Children's Hospital of Alabama".

Carl Jamison will continue in his role as Chairman of the JamisonMoneyFarmer Executive Board. Bobby Ingram serves as Vice President and Chief Financial Officer and Angela Hamiter is the Secretary of JamisonMoneyFarmer PC.

## People

**Stephanie Rebman** is the new managing editor at the Birmingham Business Journal. She is a graduate of Birmingham-Southern College, and most recently served as editor of the Oxford (Miss.) Eagle.

**Josh Boutwell** has joined The

Enterprise Ledger as a reporter. The Elba native is a graduate of Elba High School and attended Lurleen B. Wallace Community College. He worked previously at the Andalusia Star-News.

**Josh Richards** has been named editor of The Opp News. He joined

the staff earlier this year as a reporter.

Richards earned a degree from Troy University, and is currently pursuing a master's degree in communications. He worked at the Troy University student newspaper, The Tropolitan, while in school.

## Deaths

**Charles Robert (Bob) Gambacurta**, 71, of Montgomery, July 26, 2016. He is survived by his son, Anthony "Drew" Gambacurta and his wife Ginny Gambacurta of Birmingham; and son Charles Robert "Chad" Gambacurta, Jr. of Destin, Florida; granddaughters Hayden Elizabeth Gambacurta of Montgomery and Laura Katherine "Kate" Gambacurta of Birmingham; sister, Nancy Jo Gambacurta and her husband Ken Kassel of Rochester, New York; and brother, Tony Gambacurta and his wife Michele, of Fair Haven, New York. He was preceded in death by his parents Anthony Andrew "Andy" Gambacurta and Laura Pelton Gambacurta.

Bob was born in Rochester, New York; attended Union College in New York before accepting a job in television in Atlanta, Georgia and later relocating to Montgomery to become news anchor with WSFA, and the rest is history.

He became a legendary media personality on television, radio and print. Known for his brilliant mind, quick wit and insightful political commentary, he had the amazing ability with the written word, writing a weekly column in The Montgomery Independent and as editor and writer of Inside Alabama Politics. He was a great orator and distinguished parliamentarian. Bob previously served as Gov.

Fob James' Press Secretary.

**Georgia Tolly Shelton** of Decatur died Tuesday, July 26, after a long illness from heart disease. She was 81. Her husband, Barrett C. Shelton Jr., retired editor and publisher of The Decatur Daily, survives her. Other survivors are daughter Leigh Casady, Enterprise; son Clint (Nicole) Shelton, Decatur; Caroline (Joe) Mercer, Savannah, Ga.; and grandchildren Calvin, Georgia, William, Hudson, Margaret and Louise.

Barrett and Tolly met in Chattanooga, Tenn., at a greasy spoon where she took afternoon coffee breaks from her work at the Social Security Administration, and he regularly ate breakfast before beginning his night shift at the Chattanooga Times.

They married April 12, 1958, at First Presbyterian Church in Mt. Pleasant, S.C., and returned to Decatur where she devoted a majority of her time to rearing their three children. Later those children and their spouses would give her six grandchildren.

In Decatur, Tolly marched to her own belief system which was formed by her early years in the Piedmont Region and Low Country of South Carolina where her ancestors were small farmers and tradesmen. She

drew her faith from a line descended from a German Huguenot Immigrant who apprenticed himself to a furniture maker. He later started a family business that survived in Anderson, S.C., until her father entered the Army during WWII. She received her name from the same line when her parents named her for her grandfather, George Tolly, who died two days before she was born.

Tolly loved to garden and attempted to have flowers year-round so she could place them each Sunday at First Presbyterian Church of Decatur. When her own garden flowers weren't available, she was known to scout alleys and neighbors yards to borrow her components. She would arrange them on Saturdays in the fall to avoid football games, but appreciated that The Bear and Nick kept her husband happy.

She led the first integrated Brownie and Girl Scout troops at Gordon-Bibb Elementary. She also served as a volunteer tutor at Lakeside High School during the early days of integration to help ease students' move to new schools. Tolly's efforts further confirmed her opinion that separate was not equal. She was always a champion for the minority and most recently the plight of immigrants to

## Deaths

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the U.S. Tolly was a Yellow Dog Democrat whose heart is broken that she can't vote for Hillary Clinton for President of the United States.

In the early Decatur years, she participated in various organizations including the Junior Service League and Decatur Cotillion. Her name is featured in the well-known Cotton Country Cookbook. In her leisure time she and four other women organized a tennis team and participated in matches throughout the area. Tolly played tennis regularly until recent years.

Tolly was an environmentalist before the word was in the national lexicon. She despised litter and often carried a garbage sack on her exercise walks. She preached recycling. Her children once looked out a window at Decatur High School and saw their mother dumpster-diving for alu-

minum cans. Her example is reflected in her children; all pick up trash while walking.

After WWII, her mother took Tolly and her younger brother Bill, now deceased, to join their father in Vienna, Austria. She loved the city and was fascinated by the different culture. She and her brother attended the Volks Opera where for 50 cents artists performed minor operas. The weekly afternoon excursions were her favorites.

The family returned to Mt. Pleasant and moved into a small house while her father taught at the Citadel in Charleston. She graduated second in her class at Moultrie High School. High scores on a standardized test gave her the scholarship money she needed to attend college. She scored No. 10 in South Carolina and in the 19th percentile in the nation. She was on her way to Converse College, a women's liberal arts college in Spartanburg, S.C. Her parents were on their way to a posting in Tokyo.

By the second semester of her junior year, she decided to see Japan. She flew from South Carolina

to Washington State and sailed on a troop ship to Tokyo. She worked on a military base, and immersed herself in the Japanese language and culture. She finished college by transferring credits earned in Tokyo at International Christian University and Sophia University to Converse.

By then she knew she wanted to experience cultures and entertain ideas beyond her Southern exposure. She instilled that in her children as well as her love of travel. Over the years, she visited at least 52 different countries. She was willing to go anywhere and on one trip broke her leg on the Great Wall of China.

Tolly never stopped studying. She graduated from The University of Alabama in Huntsville in 1979 with a Master of Art in English. She was an avid reader and researcher. She was a member of the Morgan County Genealogical Society. During the 15 years she owned her antique business, G. Tolly & Co., she enjoyed the research the most in her business.

Memorials can be sent to Presbyterian Home for Children, P.O. Drawer 577, Talladega, AL 35161.

## Industry

# Illinois governor signs landmark measure protecting high school journalists against censorship

By Evelyn Andrews, *The Student Press Law Center*

An Illinois bill protecting student journalists' rights was signed by Gov. Bruce Rauner recently and is effective immediately.

The state had existing protections for college journalists, but the bill adds similar protections for students in public high schools as well.

Students in public high schools will now have a legally protected right to choose what content will be part of their publications, even those produced for credit as part of a class. The law does not restrict a school from removing material that is libelous, obscene, invasive of privacy, or likely to provoke disruptive or unlawful behavior. However, the law places the burden on school administrators for demonstrating,

without undue delay, that speech fits within one of the unprotected categories before it may be restrained.

The bill's enactment makes Illinois the second-largest state, after California, with legal protection for student journalists, and the third in the last two years, following North Dakota and Maryland. The bill is part of a nationwide movement, New Voices, which has produced bills in eight states so far, with legislation still pending in Michigan, Minnesota and New Jersey.

This law will reverse the effects of *Hazelwood School District v. Kuhlmeier*, a 1988 Supreme Court case that gave high school administrators a free hand to censor school-

sponsored publications so long as there was a justification "reasonably related to legitimate pedagogical concerns."

Stan Zoller, a longtime high school journalism adviser and chair of the legislative committee for the Illinois Journalism Education Association, was a major proponent of the bill and said the signing came as a pleasant surprise. "We are absolutely positively thrilled and we were amazed when we heard about it," Zoller said.

The signing coming at a time of such political importance in the country makes the passage of the bill even more significant, he said.

see **Student censorship** pg 8

## Student censorship

from pg 7

"The timing couldn't be better,"

Zoller said. "We are about to send these students into the biggest civic duty possible - voting. It is a great opportunity to empower them so they can cover this freely."

Zoller was inspired by the work of James Tidwell, a longtime Eastern Illinois University journalism professor and nationally recognized expert on

First Amendment rights, who nearly succeeded in passing a similar law 18 years ago. Tidwell died two years ago, and the law stands as a lasting legacy of his work, Zoller said.

"We had to do this for James," he said. "This is a tribute to him because he was our inspiration."

## National Public Radio joins tide of publishers getting rid of comments

By Benjamin Mullin. Poynter.org. August 17, 2016

Citing an ineffective experience that was not particularly well-used, NPR recently announced that it's getting rid of website comments in favor of other means of communication with listeners, including social media. Scott Montgomery, the managing editor for digital news at NPR, explained the decision in a blog post on NPR.com.

NPR introduced public comments to its website eight years ago, when

many of today's most popular venues for digital interaction didn't yet exist or were in their infancy. Since then, we've explored and developed many options for strengthening those connections.

Some of these methods have proven invaluable. Others less so. After much experimentation and discussion, we've concluded that the comment sections on NPR.org stories are not providing a useful experience for

the vast majority of our users. In order to prioritize and strengthen other ways of building community and engagement with our audience, we will discontinue story-page comments on NPR.org on Aug. 23.

The alternative? Montgomery notes that NPR's official social media accounts, and those of its journalists, have become the primary channel

see **NPR** pg 9

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## Network News

By Amy Metzler

Many of you have gotten calls from me over the last few months with suggestions on prospective Statewide Classified or Display Network client upsells to clients already running in your paper. I try to reach out whenever we spot a statewide prospect for you, because we understand that it's not always easy to think on a statewide scale when you're selling to local advertisers.

Hopefully you all know by now that you can sell into our Ala-SCAN, Discover, and Display Networks, but you may still be having trouble thinking of your current local clients as statewide or regional prospects. When you sell a line ad or a small size display ad to one of your clients, if you think that their message could reach beyond the counties immediately surrounding you, then they are probably a network prospect.

**When you upsell a client into a network, your newspa-**

**per keeps one-third of the total network cost to add to the revenue you're already making on their locally placed ad.**

Maybe you don't currently have any clients that would have a statewide reach, but there's that one guy down the street that you've never been able to convince to try the local newspaper – a wider reach may be exactly what he's been looking for! The networks are here for you to use as a tool, and having exciting new options to offer to your clients (and prospects) is just another way to keep them happy.

So, now that you've got the process down, let's think about your current clients and prospects. Do you work with any local auctioneers? Is an advertiser in your area hiring for a position that an applicant would consider relocating for? Does your city have a festival or big event coming up? Has a new attraction come to your

city recently? If the answer to any of these questions is yes, then I'm assuming the network ads are about to start pouring in from you guys.

If you have a question about how to sell into the networks, or even if you just want to ask if I think someone would be a good statewide or regional prospect, you can reach out to me any time. I'm available at 205-871-7737 or by email at [amy@alabamapress.org](mailto:amy@alabamapress.org). These networks are in place to make newspaper placement as easy as possible for our advertisers, and you can offer them a huge value by letting them know that you can place their ads statewide, and your paper can make money doing it.

*Amy Metzler is a sales/marketing executive with Alabama Press Association. She can be reached at: [amy@alabamapress.org](mailto:amy@alabamapress.org)*

### NPR

from page 8

of communication between the radio network and its listeners:

Social media is now one of our most powerful sources for audience interaction. Our desks and programs run more than 30 Facebook pages and more than 50 Twitter accounts. We maintain vibrant presences on Snapchat, Instagram and Tumblr. Our main Facebook page reaches more than 5 mil-

lion people and recently has been the spring-

board for hundreds of hours of live video interaction and audience-first projects such as our 18,000-member "Your Money and Your Life" group.

NPR's ombudsman, Elizabeth Jensen, supported the decision but said that she is "also disappointed" in a blog post.

The vast majority of NPR-produced shows no longer even run snippets of letters from listeners; this latest move seems like a step backward,



as understandable as it is. So I hope NPR will make

good on the promises that newer engagement options will be tried out.

NPR is just one of several news organizations to give up on commenting in recent years. Among them: Reuters, Recode, The Verge, Popular Science, Chicago Sun-Times and The Week.

## Who will inform the people?

By Bob Davis, associate publisher & editor,

*The Anniston Star. Aug 14, 2016*

Alabama Press Association conventions are like church to me. Granted, it's a church with a cash bar, a steady supply of politicians pressing the flesh and newspaper folk who excel at witty banter and storytelling.

At my first Alabama Press Association meeting a dozen years ago, one of the regulars was invited to offer an opening prayer. Another APA member jokingly raised an objection; a divine petition to the heavens from this particular member "won't even reach the ceiling," said his friend.

That's all good, but the inspiring part is what the APA members represent. These men and women and their local newspapers are like democracy-building franchises.

For all the expansion of sources of information — blogs, startup news sites like Vox and FiveThirtyEight, and multiple cable TV channels — those big operations aren't going to cover the county commission in Calhoun County. And if they do parachute in, it will be because of some often-overblown scandal or controversy.

In the communities that local newspapers serve, there is likely only one independent institution willing to make sure local government plays by the rules and is spending your tax dollars responsibly — local newspapers.

They act as watchdogs over local governments in Brewton, Livingston, Florence, Linden, Andalusia, Anniston, Monroeville, Cullman, Greensboro, Dothan and scores of other small Alabama towns with a local newspaper. We may not be perfect, but we are trying to fight above our weight-class.

The nation's founders understood newspapers played an important role in a healthy democracy. A free press is necessary to keep government in check. In fact, Thomas Jefferson famously said in a rhetorical flourish that he preferred "newspapers without a government" to "a

government without newspapers."

If the journalists who cover those cities and their newspapers suddenly disappeared, who or what would replace them? That's a very good question.

One former journalist who is now a big-time Hollywood writer has an answer. David Simon, who may be best known for the HBO series *The Wire*, said in 2009: "Oh, to be a state or local official in America over the next 10 to 15 years, before somebody figures out the [news-paper] business model. To gambol freely across the wastelands of an American city, as a local politician! It's got to be one of the great dreams in the history of American corruption."

Meetings of the Alabama Press Association are reminders of how right Simon is. It's not that every elected official in every Alabama city will turn to corruption; it's that those easily tempted to take that path will feel free to do so if no one is keeping an eye on them.

Practicing journalism may not be popular — especially for the thin-skinned politicians who prefer stenography to journalism — but it's essential.

For today's benediction, I choose the words of a former U.S. Supreme Court justice and native of Clay County (yes, the one in Alabama). In 1971's landmark *Pentagon Papers* case, Justice Hugo Black wrote:

"In the First Amendment, the Founding Fathers gave the free press the protection it must have to fulfill its essential role in our democracy. The press was to serve the governed, not the governors. The Government's power to censor the press was abolished so that the press would remain forever free to censure the Government. The press was protected so that it could bare the secrets of government and inform the people."

Amen.

## Facts still matter; don't be swayed otherwise

By Doug Anstaett,  
executive director of the  
Kansas Press Association

Noted Washington Post investigative reporter Carl Bernstein spoke at a Kansas Press Association annual convention in Lawrence in 2005.

Of course, it was quite a coup to land one of the two Post reporters credited with breaking the news of the Watergate scandal during the Nixon presidency.

Bernstein, one of my heroes in the industry, explained the goal of journalism in a handy, quotable way: "I think all good reporting is the same thing — the best attainable version of the truth."

Think about that: the best attainable version of the truth.

In our profession, we rely on our sources to tell us the facts of a situation. We don't (or at least very seldom) report from a first-person perspective. We have to find someone who was there, is aware of what happened or is speaking on behalf of the participants.

In other words, we have to rely on others to tell us the facts.

The lines are being blurred more and more every day by social media and other often unreliable sources of information.

One need only look at politics for proof that "truth" is often in the eye of the beholder. We've seen this attitude on display in our city halls and county courthouses, at the statehouse in Topeka and certainly at the federal level in Washington, D.C., as well.

see Anstaett pg 12

## The nuance of headlines

The headline this morning on the story of our dean, Charles Bierbauer, who announced yesterday he's leaving that job at the end of the academic year next June, got me thinking about the nuance of headlines.

Headline writing is tough. Don't believe me? Just try summarizing that nuclear disarmament story in a nine-count, three-line, one-column hed in print. (That would be a total of roughly 27 characters for those of the Twitter age, and probably one or two fewer because with print fonts, capital letters are wider and count as 1 1/2 or two, m's and w's are wider, some lowercase letters only count as one-half, etc.)

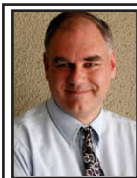
It's not a lot better online. Sure, you don't have to worry about those pesky line breaks, but even online heds have their limits – about 65 characters if you want to make sure it displays properly in those search engine results or on a mobile screen. Again, still less than your normal tweet.

There are a lot of ways things can go wrong.

This discussion isn't about the laughingly off tone, like "DOJ launching Fannie probe" (referring to an investigation of the Federal National Mortgage Association, more commonly known as Fannie Mae).

Nor is it about "Their ship has come in" – a glaringly tone-deaf headline atop a story about a memorial for the hundreds of sailors who died when the USS Indianapolis sank. (Their ship is never coming in.) Or the awful "xx Mississippians gone with the wind" (I forget the exact number) on a story about hurricane deaths.

This is about those tiny but important nuances that journal-



**Common  
Sense  
Journalism**  
By Doug Fisher

ists must face every day. They are ever present in reporting and writing. They become more glaringly so when translated to a headline.

So today there is this headline on a story on The State newspaper's website:

Longtime USC communications dean steps down

OK. It's serviceable. Nothing really wrong. But as we've learned time and time again this political season, there is right – and then there is more right. With headlines, it often comes down to verb tense and word connotation and order.

### Tense

In headline writing, there are some rules, or at least guides, when it comes to verb tense. The present participle (stepping) indicates current ongoing action or sometimes action to be completed in the near future. The present tense is used as "historical present" to represent action recently completed. The future speaks for itself. The past tense is rarely used; it is supposed to signify new information about something in the past not previously known (say, for instance, you just got a 5-year-old report showing that the Justice Department investigated Fannie Mae but no one knew till now. Then you might write DOJ probed Fannie ... OK, maybe not. But you get the idea.)

So using "steps" in this headline really means the dean has done the deed already. Yes, he's announced it, so one could ar-

gue he sort of kind of stepped down. But he's not really leaving until June, and this is August, so the nuance is wrong. "To step" (or will) is the better choice. That is the tense used in the university news release (though it is interesting to see the URL uses "stepping").

### Usage

All words have denotation and connotation. So the denotation of "step down" is fine – it is what he is doing in the broad sense. But the connotation gets us to nuance again. When we hear an official has stepped down, the mind wonders a bit why? Did something wrong? Retiring? Health?

In other words, while the phrase is technically correct (denotation), it is broader than needed and leaves itself open to questions and multiple interpretations, not all of them flattering (connotation). In headline writing, whenever the count allows you to be more specific, it's almost always better because it gets connotation out of the equation. And our job, after all is to try to perfect communication – make sure the message sent is most likely the message received.

So what is Bierbauer really doing? Well, after almost 15 years and at age 74, he's actually retiring. So that would be the better word: Longtime USC communications dean to retire

### Word order

Some have noted that Bierbauer said in his letter that "this is not retirement." Granted, but we are journalists, not stenographers, and so we have to apply some reasoning. But this also highlights the nuances.

see Fisher pg 12

## Anstaett

from page 10

Today, newspapers are bombarded by critics who don't like our "best attainable version of the truth." In fact, there is a growing trend for supposedly intelligent human beings to reject facts in favor of opinions.

We always have tried to separate fact and opinion by having editorial pages.

Our news pages, we say, are for us to display, as Bernstein argues, "the best attainable version of the truth."

But other pages, clearly marked "Opinion," "Op-Ed," or "Our View," are for our writers and those from outside the newspaper's staff to express

personal observations about the happenings in our society.

Earlier in my career (you know, back in the Dark Ages before the advent of social media), we used to give equal space to those with differing views. If we had an editorial with which someone took issue, we provided the space necessary for them to state why we were wrong. It might be a day or two after the editorial ran, or even much longer. Right or wrong, they had that right, and we defended it vociferously.

Now, however, those of you in the trenches get instant, 24/7 feedback. If you publish something that offends another's sensibilities, they can fire up a Twitter barrage or a Facebook storm that dwarfs what letters to the editor used to show up.

And here's another differ-

ence: we have to deal with those who don't believe the "facts."

Like one of the legislators said during the Kansas Open Meetings Act investigation of the get-togethers at Cedar Crest: "I know what you say the law is, but this is what I believe."

Now, "beliefs" are substituted for facts; in fact, they seem to be interchangeable for many folks these days.

No ... they are not.

Facts are facts. It's our responsibility as journalists to make sure there is a bold line between facts and opinions.

Even when you are under the gun from critics, keep in mind that "the best attainable version of the truth" is always the goal. You can't do more than that.

## Fisher

from page 14

Most journalists I know never really admit to retiring. They can always scribble, after all. And "emeritus" status at a university is like being a retired federal judge or commissioned military officer – you can always be called out of retirement. (Style warning: Never call someone a "former" general, etc., unless he or she has renounced the commission or somehow been dishonorably discharged.)

This is what Bierbauer wrote: For now, this is not retirement, but transition. I plan to work on the Watson-Brown

journalism history project, hope to do some writing on media and politics and determine ways I might continue to be useful to the college and university.

So he is retiring as dean. Which gets us to word order. Since we're dealing with an online hed, we can more easily switch things around:

***Bierbauer to retire as longtime USC communications dean***

That maintains the sense that he's retiring as dean. (If space is an issue, take out "longtime.")

While this may seem nit picking – after all, the original hed was serviceable – this gets to journalistic craft. There used to be time – admittedly not much, but still a little – to

reflect on these things in the course of putting out the "daily miracle." We need to figure out how to preserve that in this hamster-wheel world journalists now exist in.

On an end note, it's been a pleasure working with Dean Bierbauer, who came on board at USC a year after I did. He's been a steady hand at the tiller and always a proponent of good journalism and good journalism teaching. He understood that delicate balance we walk between the academic and professional missions of the school. I wish him the best.

*Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at [dfisher@sc.edu](mailto:dfisher@sc.edu) or 803-777-3315. Past issues of Common Sense Journalism can be found at <http://www.jour.sc.edu/news/cs/j/index.html>.*



# Fighting the good fight - 4 times a day

The Baltimore Ravens have only been around for twenty years. That may seem long, but that's pretty young in terms of football. They've been remarkably successful, making the playoffs ten times since 2000, with two Super Bowl victories, two AFC Championship titles, four AFC North division titles, and are currently the only team in the NFL to hold a perfect record in multiple Super Bowl appearances.

Much of the success can be attributed to the front office management of general manager (and former Alabama great) Ozzie Newsome. But I'm particularly impressed by the coaching style and philosophy of head coach John Harbaugh.

2012 was supposed to be a down year. They were coming off of a 12-4 regular season record that saw them clinch a division title. Most pundits were predicting a break-even season at best. Coach Harbaugh, sensing a need to give the team a lift, developed a team motto – Four Fights a Day. It's something we can apply to our sales teams today.

## Us vs. Them

Because of changes in the industry, we are constantly faced with concerns and beliefs that "newspapers are dying" and "no one reads the paper anymore." How we ap-

proach this challenge directly affects the success or failure in our markets. Rest assured our competition is placing



## Ad Vice

by  
Brad English

doubts of the effectiveness of newspaper advertising each day. It's up to us to arm our sales reps with the ammunition to respond (and counter) these views. When it comes to sales, it's truly "us vs. them."

## Division From Within

When things don't go well, it's easy to point fingers. Being a true team means pulling together in when times are tough. It means not assigning blame, but leaning on one another. Try focusing on the positive and pinpointing the problem, not the person.

## Complacency

It's happened to all of us. Both individually and as a group. When things are going great, it's easy to relax and sit back and enjoy the success. We tend to develop bad sales habits. Maybe even become a little lazy and lackadaisical. Rest assured that bad times won't last forever, and that nice account that's responsible for 80% of your sales won't either. A good sales rep is constantly searching

for new business and new ideas for current customers. A good goal is to offer at least three prospects or customers a new sales idea every day.

## Fatigue

I'm fortunate in that I have a multitude of roles with APA. No day is ever exactly the same. Some are not as fortunate. Look around your office for sales "fatigue." It may be partially responsible for why one of your sales reps is under-performing. Change things up a bit. Put them in charge of a special project. Take them on a call that's completely unrelated to what their normal duties may involve. Give them a broader perspective of what the newspaper is all about. Whether it's on the production side or in the newsroom, it will give them a better understanding of the importance of what they are doing.

Selling in this economy isn't easy. And we haven't exactly made it easy on ourselves in some respects based on decisions made in other markets that cast a questionable light on the future of the newspaper industry. But with teamwork, leadership and hardwork, it's nothing we can't overcome. The future looks bright.

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

## Setting realistic goals

I ran across something in my Bad Ads file which reminded me of ads I see every now and then. It was about an eighth of a page, with big bold type: "Big news coming to Main Street." That's it. No details. Just "Big news coming to Main Street."

This is known as a teaser ad. Although it was attempting to create curiosity, I'll bet it generated little more than a collective "ho hum" from readers.

Teaser ads usually have mysterious headlines like, "Exciting new product coming soon" or "You wouldn't believe what we have in store." But these headlines are rarely accompanied by copy that reveals what the fuss is all about. That's why I think teaser ads are a waste of money.

Here are some points to keep in mind:

1. Most teaser ads are ego driven. There is a strong "made you look" element. Unfortunately, some advertisers measure the effectiveness of their advertising by the number of positive comments they hear. In the case of teaser ads, those positive comments come from family and friends – the people who actually know details about the Big Event.

2. Most merchants want immediate response from their advertising. Teaser ads can't do that. Instead of asking readers to take action, they ask readers to wait. Teaser ads sell hype, not benefits.

3. Readers are rarely as excited about a coming attraction as the advertiser. Big news to an advertiser is not always big news to consumers. It is human nature for readers to care more about what is happening in their own world than

anywhere else. That's why the best ads dramatize ways the product or service can save money or improve the quality of the consumer's life.

4. Readers are frustrated by advertisers who withhold infor-



**Ad-libs**  
By John Foust

mation. Newspapers and their digital counterparts are sources of information. That's where people turn for in-depth coverage of news and sports. In the reader's mind, holding back information – even in advertising – is not fair. It doesn't fit the general purpose of a news outlet.

5. The arrival of the Big Event often doesn't live up to the build-up. When that happens, readers become suspicious of that advertiser's future promotions. And the advertiser loses credibility.

6. Cleverness vs. creativity. Cleverness calls attention to itself and results in advertising gimmicks. Creativity calls attention to the product and results in sales.

7. There's a big difference between a curiosity headline and a curiosity ad. A curiosity headline is designed to make consumers want to read the rest of the ad (which will provide them with information about a specific product or service). A curiosity ad leaves everything to the imagination. That's not a good thing.

8. Of course, there are exceptions. If planned properly – and if backed by accurate market research – some teaser

campaigns can be effective. Most of those successful campaigns build information in layers, over a specific period of time. However, in most cases, advertisers would be wise to avoid teasers and invest their efforts on ads that tell the whole story.

*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](mailto:john@johnfoust.com)*



## Upcoming Webinars

**InDesign Efficiencies**  
**Thursday, September 15**

*Presenter Joe Greco,  
GateHouse Media*

**Miss one of Online Media  
Campus's great webinars?**

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You can view past webinars at  
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[onlinemediacampus.com](http://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.*

## Help Wanted

### Advertising Account Executive

The Daily Sentinel has an immediate opening for an outside advertising account executive. The account executive is expected to maintain existing accounts and develop new business by selling a variety of advertising products and services and to consult with clients to develop an effective marketing plan.

The ideal candidate will be highly organized and goal oriented. The candidate must be able to work well under pressure in a fast-paced, deadline-oriented environment. The candidate should have excellent oral, written and interpersonal communication skills along with basic computer skills.

The Daily Sentinel is an award-winning newspaper located on Gunter'sville Lake in Scottsboro, AL. The company publishes newspapers five days per week and magazines monthly.

The compensation plan includes base salary, commission and incentives, health/dental insurance, 401K, life and disability insurance, and paid time off.

Our outside account positions require you to have reliable transportation, a valid driver's license and a clean driving record.

To apply please email your resume' to [advertising@thedailysentinel.com](mailto:advertising@thedailysentinel.com), or mail it to The Daily Sentinel, 701 Veterans Drive, Scottsboro, AL 35768.

The Daily Sentinel  
701 Veterans Drive  
Scottsboro, AL 35768

### 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](mailto: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](mailto: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@southeast.sun.com](mailto:publisher@southeast.sun.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](mailto: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](mailto: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, Emmenich Newspapers, at [strack@emmenichnewspapers.com](mailto:strack@emmenichnewspapers.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](mailto: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.bhmginco.com](http://www.bhmginco.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.bhmginco.com](http://www.bhmginco.com)