

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

OCTOBER 2016

Important Dates

Online Media Campus

"Prospecting That PAY\$"

Category: Revenue

Friday, November 11

Presenter: Kelly Wirges

*"Integrating Snapchat and
Instagram into Your Newsroom"*

Category: Editorial

Thursday, November 17

Presenter: Penny Riordan

*"Selling Strategically: How to
Manage Your Time and Territory"*

Category: Revenue

Friday, December 9

Presenter: Tim Smith

2017 APA Journalism Summit

Montgomery, AL

February 9-10, 2017

2017 APA Summer Convention

Orange Beach, AL

July 6-8, 2017

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Sharing initiative

Nominate someone for APA's Lifetime
Achievement award

APA's website gets a fresh, new look

National Newspaper Week should
be every week

Good idea: Refurbished news racks



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Montgomery Advertiser has new leadership



Michael Galvin

Michael Galvin has taken over as the Montgomery Advertiser's new president. He replaces Robert Granfeldt.

Galvin comes to the Advertiser after spending 20 years working with print and digital media as a sales and marketing executive with BellSouth, AT&T and YP Marketing Solutions. He is a University of Tennessee graduate who most recently lived in Birmingham and has worked in the area for more than a decade. His expertise will lead the paper in its ongoing transformation

as a digital company.

In the Advertiser article announcing his new position, Galvin said, "We were transitioning from a print-centric product and evolving to be more of a digital [company]. The phone book is still used by some people, just like the print media is. We're maintaining one while evolving the other."

Galvin and his wife have relocated to Montgomery. They have six children, three enrolled in school in Montgomery and three at college not far away.

see **Leadership** pg 3



Fredrick "Bro" Krift

Nominations sought for 2017 APA Hall of Honor

APA is seeking nomination for the 2017 Alabama Newspaper Hall of Honor. A nomination form is included in this mailing and can also be found at <http://alabamapress.org/hall-of-honor/>.

Inductees are recognized for their leadership in the newspaper industry in Alabama, their strong community service and their leadership in the Alabama Press Association. An inductee must have been deceased for more than five years.

The Alabama Newspaper Hall of Honor was established in 1959 in a resolution adopted by the board of directors at the annual meeting in Birmingham. "Alabama has had some outstanding newspaper pub-

lishers and editors whose lives and memories should be preserved," stated the resolution, which was unanimously adopted. The resolution stated the purpose as follows:

- 1) Honor the memory of some of Alabama's most outstanding editors and publishers.
- 2) Acquire and preserve the history of the state's newspapers.
- 3) Encourage preparation and preservation of history of each and every Alabama newspaper.

The first inductees were honored at the 1960 annual meeting. The original idea was to locate the Hall of Honor in the Alabama

see **Hall of Honor** pg 3

Leadership

from pg 2

Joining Galvin on the leadership team as the new executive editor is Fredrick "Bro" Krift. Krift comes to Montgomery from the Corpus Christi (Texas) Caller-Times where he

served as an editor.

Krift began his career as a sports reporter and designer at Gannett's St. George (Utah) Spectrum. As a reporter at the Beaumont (Texas) Enterprise, he earned Hearst and Texas Press Club honors for his breaking-news, deadline, explanatory, business and feature reporting.

Krift graduated with a bachelor's degree from Davidson College in Davidson, N.C. He has also stud-

ied for his master's degree at Ohio University's Scripps School of Journalism with his final thesis pending. Last month, he was named to the Solutions Journalism Network's SJ60 which is a compilation of leaders in the field — reporters, editors and publishers producing some of today's best journalism solutions.

Krift and his wife Elaine have a son, Brody.

Hall of Honor

from pg 2

Department of Archives and History in Montgomery. At the time, however,

space was not available there, and in 1964 Auburn University offered to house the Hall of Honor in the Ralph Brown Draughon Library where it remains today.

"It is important for us to recognize the journalism that built a solid foundation for our industry and the Alabama Press Association," APA Executive Director Felicia Mason said.

The Hall of Honor induction cer-

emony date has not been set at this time. Invitations will be sent from the Auburn University Office of Communications and Marketing. Previous inductees are listed on the APA website at: <http://www.alabamapress.org/wp-content/uploads/2013/10/Hall-of-HonorRecipientsWEB.pdf>.

Please contact the APA office for information regarding those eligible for induction.

Do you need a postal statement review?

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

Earlier this year, Sosniecki worked with several Alabama newspapers, saving them both time and money.

The program is limited to one newspaper per group.

Publishers should provide a typical week's complete 3541 report, and include the following information:

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

Sosniecki is a longtime Missouri newspaper owner and publisher,

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

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



AlabamaLegals.com

Please remember to upload your legals for
AlabamaLegals.com

Learning Experience

By Sherry Mayberry

Editor's Note: The APA Journalism Foundation awarded 15 \$1,500 internships over the summer. Here is a report from the Advertiser-Glean in Guntersville. This is just one example of the benefits of your pledges to the Foundation. If you have not made a pledge this year, please consider joining other APA member newspapers in supporting the Foundation.

Being an intern for the Advertiser Glean has been a new adventure to say the least. I have learned so much through the process. Getting people to open up is not as hard as I thought it would be.

It has been a rollercoaster ride. With some of the interviews, I have been nearly brought to tears, but it somehow has worked out in the end. Several of the people I have interviewed have tried more than my patience, but I have learned to take it a day at a time.

Most of the interviews I conducted were amazing. I had many just open up and tell me all about their lives. The people I met are fascinating, and their stories have touched my life. I

could not imagine this experience without having the interviews with the wonderful people I met. Getting to meet the people around town is fun. It is a joy knowing that I may have helped them as much as they helped me.

Learning to write differently has been an issue. Using contractions and actual numbers is still hard for me to overcome. My biggest issue is commas. I think commas should come after everything, I guess.

The hardest thing for me to see are the corrections on a paper I've written. When I first started, and an article was corrected, I literally went home and told my husband I was a failure. Wanting to be an English teacher, I thought my life was over. I knew I could not spell already and then seeing all the edits was hard.

My family, friends and co-workers let me know that it is just a style preference, not that I had written a bad story. I take it less seriously when I see corrections now, which has made it a learning experience to be cri-

tiqued.

The most important lesson I learned while at the Glean is it is not as hard to be away from your family when you enjoy what you're doing. After being a stay-at-home-mom for nearly 11 years, I thought it would be torture to be away from my daughter. She was gone to the beach when I first started, so that made it easier but when she came home, I realized that she is growing up too. I say too because that is how I feel this experience has been for me: a growing experience, something to help me in my future, and a way for me to get my name known.

To sum up my experience with the Advertiser-Glean, it has been a truly unique learning opportunity. I have learned a lot along the way and have enjoyed nearly every minute of it. When my last day rolls around, I have a feeling I will be emotional. I do not want this chapter to close but I look forward to the next article of my life.

WWI story available for APA's News Content sharing initiative

APA is working with the Alabama World War I Centennial Committee to recognize and honor Alabama's effort in World War I. Alabama newspapers provided a vital service for families seeking news of loved ones in uniform a century ago. This is the first story of APA's News Content Sharing service.

Author Rod Frazer of Montgomery will provide four articles for Alabama newspapers over the next year. His book, *Send the Alabamians: World War I Fighters in the Rainbow Division*, will be the catalyst for the articles. *Send the Alabamians* is recognized as the definitive history of service by Alabama citizen-soldiers who helped turn



the tide of battle in the last year of the war.

The 100th anniversary of Alabama soldiers boarding a train in Montgomery headed to Arizona was marked on Oct. 22, 2016. When they arrived they received vital military training and

experience as part of the National Guard's deployment to the Mexican border during the Pancho Villa Expedition. This was prior to the beginning of WWI, April 1917.

For now, we are using BamaNet to house the content, which may later be moved to another location. The story and photos can also be found on BamaNet at <https://bama-net.egnyte.com/SimpleUI/home.do#Files/0/Shared/APA%20News%20Content%20Sharing/Alabama%20in%20WWI%20-%20Part%201>. Username:

pdfuser Password: Alapress8590.

The next installment in this series will be in April to coincide with the anniversary of the beginning of World War I.

Nominate someone for APA's Lifetime Achievement award

The APA board of directors is seeking nominations for the Alabama Press Association Lifetime Achievement Award for 2017. The award recognizes outstanding service and accomplishments spanning a career in journalism in Alabama. The honorees will be recognized at the APA Journalism Summit on Feb. 9, 2017, at the Renaissance Hotel in Montgomery.

APA members may nominate any person who, at the time of selection, is a living, present or former newspaper executive or employee of a newspaper in Alabama. Nominees must have spent a significant percentage of their newspaper careers in Alabama. Nominees must also have a minimum of 25 years of service in the newspaper industry and may not be nominated by

a family member.

Areas of service include production, editorial, advertising and circulation. The selection committee will consist of APA's four officers and two additional board members. A nomination form is available at <http://alabamapress.org/lifetime-achievement-awards/>.

APA's website gets a fresh, new look

For the first time in years, APA's website has gotten a facelift. The new website features current topics, an event calendar, and the new look for the advertising media kit.

Much of the content, such as member contacts, legal manuals,

and contest information is still be available in a cleaner, easier to find format.

"We want our site to be easy for members to find the information they need without a lot of clutter," APA Executive Director Felicia Mason said.

"We also want information for our clients and potential clients to be readily available."

Check it out at www.alabamapress.org. Let us know what you think.

National Newspaper Week should be every week

Newspapers across America recently celebrated national newspaper week by collectively touting the importance of our industry to our readers and to our society.

But, why do we only do this for a week? We should remind our readers on a regular basis of the important role newspaper play in

our communities.

The effort is coordinated each year by Newspaper Association Managers, and APA has paid for each member to have unlimited access to the materials at www.NationalNewspaperWeek.com.

Newspapers **ARE** the "Way to Know."



Good idea: Refurbished news racks

Here's an idea for old newspaper boxes: make them in to free library boxes to encourage young people to read.

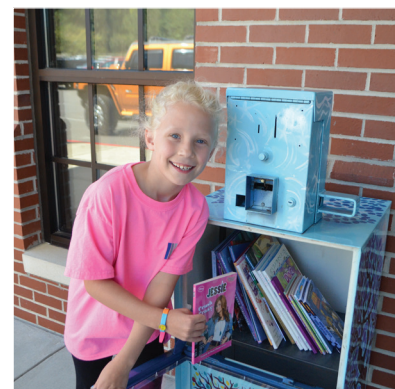
The Daily Mountain Eagle in Jasper is donating old newspaper racks to a project to help promote literacy in the Jasper community and Walker County. The newspaper is partnering with The Literacy Council of Central Alabama, Jasper Main Street, Lamar's Glass, Walker County Arts Alliance and Honda of Jasper in the free library project.

The newsracks are painted by local artists, and people are asked to donate books to fill the boxes. "We

have committed as many old newspaper boxes as needed to the project," Publisher James Phillips said.

The first free library box was placed in downtown Jasper and sponsored by a local furniture store. The second was placed at a local elementary school, and sponsored by a local law firm. More boxes will be in service in the coming months as more sponsors are secured.

The boxes have sparked other ideas from non-profits in the area. For example, one group wants to have one to leave food items for the homeless and another to leave items for infant care.



Elliot Jones poses at the new free library at her school. (photo courtesy of the Daily Mountain Eagle)

Briefs

The Randolph Leader in Roanoke and **The Evergreen Courant** have recently celebrated more than 120 years of publication, 124 and 121 years respectively. Both papers are now led by third generation publishers.

The Randolph Leader was founded in 1892 by 21-year-old Olin H. Stevenson, who published the newspaper for 45 years. When he died in 1937, his son John B. Stevenson took over the paper and became the publisher and editor for the next 45 years, and his grandson, John Stevenson is the current publisher.

Similarly, the Evergreen newspaper was founded in 1895 by G. W. Salter, and was sold to R. Gaston Bozeman Sr. in 1927. His son, Bob, became the editor in 1947, and bought the Courant

from his father in 1957. In 2004, Robert Bozeman III became the Courant's publisher and editor.

The Wilcox Progressive Era recently started a new weekly feature called "The Bluelight Spotlight: Getting to know your local law enforcement."

The feature has a photo of a local or county law enforcement officer and tells about the officer's history the department, civic involvement, recognitions and other information.

The Montgomery Advertiser recently introduced "Go Play 334," a new app with a comprehensive guide to entertainment in the River Region. Go Play 334 is the product of months of hard work that delivers on user expectations.

Users can search by location,

easily add events to your calendar and interact with the businesses to find current events, great restaurant located nearby, who is playing at local venues, and where to find rainy day fun for the kids.

It's a free download available at the App Store and Google Play. There's also a version for your tablet.

Area businesses are excited about the arrival of Go Play 334. Some are offering discounts for app users just for simply downloading the app and showing it to an employee to get the deal.

Some of the businesses offering discounts include Winzell's Oyster House, Suite City Warehouse, BodyTrac Health & Fitness, Little Red Cupcake, Uncle Mick's Cajun Café and Nitro Nutrition.

People

Charles Whisenant, editor of The Arab Tribune, has been elected president of the Alabama Coalition Against Domestic Violence board of directors. Whisenant has been at The Arab Tribune since 1998. He was named editor in 2013.

Before his election as president, Whisenant served as chairman of the board's personnel committee.

Whisenant previously served on the Marshall County Coalition Against Domestic Violence board of directors for 12 years, including seven years as president of the board.

Whisenant became involved in domestic violence issues after the death of his wife's sister in a domestic violence incident in Huntsville in July 2000.

Whisenant and his wife,

Amanda, took in the children of her sister, Kelley Rutledge Johnston, following her death.

Whisenant, along with the late Laranda Nichols, the longtime Marshall County Bureau Chief for The Huntsville Times, were instrumental in securing grant funding in 2002 to begin the Marshall County Coalition Against Domestic Violence.

Kelley's Rainbow, the domestic violence shelter in Marshall County, is named after Kelley Rutledge Johnston. It was so named at the insistence of Nichols.

Melissa Brown is the new health and technology reporter at the Birmingham Business Journal. She is a graduate of the University of Alabama, and most recently worked as a legislative

relief reporter with the Associated Press during the last legislative session.

Prior to AP, she worked with the Alabama Media Group, covering higher education, student life and breaking news.

Beth Hyatt was recently named editor of The Luverne Journal. The Greenville native is a graduate of Troy University with a bachelor's degree in English and a master's in strategic communication.

Prior to being named editor, Hyatt worked as the special project coordinator for The Greenville Advocate and a staff writer for The Luverne Journal.

Obits

Brenda Whitaker Pujol died September 25, 2016, after a long battle with breast cancer. She was 58 years old.

Brenda was born October 23, 1957, in Geneva to the late Paul and Pauline Ellis Whitaker. She attended Geneva schools and was a 1976 graduate of Geneva High School. She graduated from the printing program at Washington-Holmes Area Vocational Technical Center (now Florida Panhandle Technical College) in 1981, when she was named the center's outstanding student of the year.

She worked at Chipley Newspapers from 1981 until 2006 as advertising director and eventually co-publisher of the Washington County News and Holmes County Times-Advertiser, having co-founded the Holmes County Times with her husband, Moe, in 1989. She loved all of her clients and always went the extra mile to serve them to the best of her ability, which was the key to her suc-

cess. She won several advertising awards and was privileged to have her photographic work featured in People magazine on two occasions.

In 2008, Brenda and her husband bought The Opp News and Geneva County's newspapers, the Geneva County Reaper, Hartford News-Herald, The Samson Ledger and Geneva County Shopper with their recently formed company, Pujol Printing & Publishing LLC.

Brenda was a "people person" who attributed her success to the fact that she was genuinely interested in the success and wellbeing of her clients and didn't approach every sale as a mere business transaction. She was loved by people, and she loved people. That's just who she was.

Brenda was a member of Mt. Ida Congregational Methodist Church, where Moe serves as pastor. Brenda is survived by her husband, Moe Pujol of Geneva; a daughter, Courtney Norman of Phenix City; two stepsons, Barry Pujol of Tallahassee and Brad



Brenda Walker Pujol

Pujol (Leah) of Chipley; two grandchildren, Paul Thomas Norman and Caroline Julia Norman of Phenix City; a sister, Mary Ann Whitaker of Skipperville.

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The facts your readers deserve aren't hard to find

At many community newspapers, treatment of the presidential election may be limited to online polls of your readers' opinions, or their letters. But this is a race for president like no other, where facts and issues have taken a far back seat to entertainment, personality and character assassination, and it's unlikely to get better now that we have the two most unpopular nominees in the history of polling.

Why should smaller newspapers devote more space to the race? If dailies rely on The Associated Press, the coverage won't be localized. If weeklies just stick to local news, they will ignore a major topic of discussion among their readers, many of whom don't read a daily. Covering the race can help you build and maintain a brand as the most authoritative local source of news and information.

As the primary campaigns ended, many journalists acknowledged that they had done a poor job of holding the nominees and other candidates accountable for their statements, and vowed to do better. But at last month's conventions, timely fact-checking was rare. All of us in American journalism need to share the load.

You can do fact-checking on your own, but it might be better to start by using one of the three main, nonpartisan services that do a good job of holding politicians accountable.

FactCheck.org, the oldest of these services, is part of the Annenberg Public Policy Center at the University of Pennsylvania, which is run by Kathleen Hall Jamieson, perhaps America's leading academic authority on deceptive techniques in political campaigns.

FactCheck was started in 2003 by Brooks Jackson, who was an investigative reporter for the AP and The Wall Street Journal before going to CNN, where he was an early leader in ad watches and fact checks. He remains editor emeritus, and has been succeeded by

Eugene Kiely, a former USA Today editor and the Philadelphia Inquirer.



Into the issues
By Al Cross

FactCheck is the service I like best, partly because you can use it for free, as long as you give credit. I also like it because it usually goes into greater depth than the other services. It reviews TV ads, debates, speeches, interviews and news releases. It takes donations and reveals contributors of more than \$1,000.

Just two letters and a space different is Fact Checker, a service of The Washington Post, overseen by Glenn Kessler, a veteran reporter who is from Cincinnati and has covered a wide range of subjects and been business editor. The column is at <https://www.washingtonpost.com/news/fact-checker>.

The Fact Checker is known in the political community for its Pinocchio, which Kessler awards on a 1-2-3-4 scale for falsehood, except during the political party conventions. We used it to fact-check the conventions on The Rural Blog; the first example of that is at <http://bit.ly/2a7AlvQ>. The Post doesn't mind the reprints as long as you give credit.

The other fact-checking service, Politifact, also uses a gimmick to categorize falsehoods: the trademarked Truth-O-Meter, which ranges from True to Pants on Fire. Not every statement fits neatly into a pigeonhole, but entertaining labels can be useful. It also has an "Obameter" that measures the president's promise-keeping.

Politifact is a service of the Tampa Bay Times, which is owned by The Poynter Institute, widely respected for its journalism training. The service and the paper make much of their independence, and

the Pulitzer Prize for national reporting that the service won for its work in the 2008 presidential election.

PolitiFact offers its service for a modest fee, and has franchised its brand to news outlets in 18 states, including newspapers in Florida, Georgia, Iowa, Missouri, New Hampshire, New York, North Carolina, Rhode Island, Texas, Virginia and Wisconsin. In those states, you'll have to check with the papers for their republication policies.

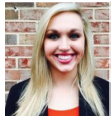
If your state is one of the few real battlegrounds in the election, you'll want to do more than run other people's fact checks. This is a reporting job that needs planning and some clear objectives. We tried to do that in a webinar I conducted for the Iowa Newspaper Foundation and the Southern Newspaper Publishers Association in 2012, still available at <http://www.onlinemediacampus.com/2012/05/political-reporting>.

Show where your community fits into the state and national landscape. Do a story with graphics about your county's voting history. Get the demographics to show how turnouts and age cohorts vary from election to election. Turnout is higher and younger, but still not very young, in presidential years. Do the election results reflect the national trend of greater political division among precincts? Voter registration can also show long-term trends. Is your county becoming more Democratic, more Republican or more independent? Such data are easy to get, and so are comments from local political leaders.

Other easy-to-get data reveal campaign contributors. Look them up by ZIP code at www.fec.gov, where you can get familiar with the reports; and www.OpenSecrets.org, which has the best search functions and will do a custom search for a small fee. Then ask the contributors why they gave.

see **Cross** pg 11

Gold Star for the Star-News!



Network News
by
Amy Metzler

The Andalusia Star-News produces a monthly real estate magazine in partnership with the Covington Realtor's Association. As associate members of the organization, they had an opportunity to speak about effective real estate advertising at their most recent meeting.

In addition to talking about their classified section, they presented the APA Network opportunities to the members in attendance and handed out fliers provided by APA. Their idea was that large lake prop-

erties and hunting properties would have regional appeal, and they were right!

Shortly after that meeting, one of the realtors was ready to place an ad. This is the perfect example of how some of your current clients may be interested in regional advertising. There's a possibility they just don't know you can sell it to them! Expanded reach for your clients is just one of the ways that your newspaper can benefit from selling into the networks.

The idea to reach out to the Realtors' Association was sparked at our regional network meeting in Andalusia last month, so I hope that many of you have been able to take advantage of these meetings.

Our final APA Revenue Servic-

es Revisited meeting will be held on November 10th in Fort Payne from 1:30-3:00. Please reach out to me if you would like to attend!

Remember if you have a question about how you can 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@alabama-apressa.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 be sure to ask me how you can make commission, too!



Upcoming Webinars

PubAux Live! Are You Ready?

New rules are about to hammer payroll

Thursday, November 3

Presenter Tonda Rush, National Newspaper Association

Prospecting that Pays

Friday, November 11

Presenter Kelly Wirges, ProMax Training

Integrating Snapchat and Instagram into your Newsroom

Thursday, November 17

Presenter Penny Riordan, Gatehouse Media

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



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.

Set appointments, by setting yourself apart from the rest



Ad Vice

by
Brad English

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

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

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

So how do I get the prospect on the phone?

Generally speaking, our prospects don't take calls (or return them) for a variety of

reasons. Could be they don't believe in our product. Perhaps they've bought into the perception ours is an aging product and is no longer a viable means for reaching their audience. In short, we can't help them.

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

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

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

"warm-up" call for me.

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

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

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

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

Going to a networking event?

A lot of newspapers encourage sales people to attend networking events. When one of these events pops up on your calendar, here are a few things to keep in mind:

1. Have realistic expectations. C-level executives and sales people go to different events. As a sales person, you probably won't meet many decision makers from your target companies. Frankly speaking, top ranked decision makers don't like to go to events where they will meet one sales person after another.

2. If possible, get a list of attendees (and/or their companies) in advance. This will allow you to develop a strategy. Whom should you meet? What would you like to learn in a brief conversation?

3. Don't expect to make a sale at the event. This is not the right place for a sales presentation. Your job is to circulate. Find key people you would like to meet, get to know them, and – if it's appropriate – ask if you should contact others at their company.

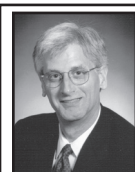
4. Act like a host. Keep the focus on others, not yourself. If you see someone standing alone, strike up a conversation and help them feel comfortable. If you know two people who could benefit from knowing about each other's businesses, introduce them. And keep in mind that a good host never lingers in one place too long.

5. Prepare an elevator speech. Brevity is important, 30 seconds or less. Keep it simple and stay away from minutiae. Relate your point to what you know about the other person's business.

6. Listen more than you talk. Don't join the crowd of networkers who talk only about themselves. That's tedious and boring. When you are sincerely interested in what others are saying, they will enjoy your company. And they will be more likely to remember you.

7. Meet new people. Get out

of your comfort zone and resist the temptation to spend your time around people you already know – people who aren't in position to send business in your direction.



Ad-libs
By John Foust

The worst use of your time is to hang out with people from your office.

8. Keep it simple at the hors d'oeuvre table. People are on their feet at most networking events. Although that's not an ideal eating arrangement (do you eat standing up at home?), it's a good way to meet a number of people. The best host-like behavior is to be unencumbered as you move around the room, because it's not easy to shake hands while holding a plate filled with crab puffs and cantaloupe cubes in one hand and a glass in the other.

9. Understand business card basics. Exchange cards, then write notes about your conversations on the back of the cards you receive. This is especially important if you promise to provide information about your paper.

10. Follow up right away. Don't give a new contact time to forget your conversation. If you promise to send information – or if you run across an item of special interest – get back in touch as quickly as possible. Then stay in touch.

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. Email for information: john@johnfoust.com

Cross

from pg 8

These are people with a greater stake in the outcome than most.

Every community has issues affected by the race: the economy, jobs, tax policy, farm policy, immigration, education, energy, the environment, social issues, national security and use of American forces (which are disproportionately rural in origin). Identify the issues that are most important to your readers, and the local people involved in them; tell the issue stories with their help and with information from reliable online sources, going beyond the press releases and platform statements.

College professors can also be good observers. They can have their biases, but are usually upfront about them and willing to give you names of other authorities who disagree with them.

Even if your state isn't in play, don't be satisfied with just running opinions. Your readers deserve the facts, and they're not hard to find. When it comes to opinion, don't feel obliged to run letters repeating debunked claims or gross misrepresentations. Your newspaper should provide more light than heat. And those online polls? Be honest and tell your readers they are not scientific gauges of opinion.

Al Cross edited and managed weekly newspapers before spending 26 years at The (Louisville) Courier-Journal, the last 15½ as political writer and serving as president of the Society of Professional Journalists. Since 2004 he has been director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky (www.RuralJournalism.org), but still writes a political column for the newspaper.

Help Wanted

Publisher

The Cleveland Daily Banner in Cleveland, Tennessee is interviewing for the publisher position.

Candidate must have a minimum of 5 years publishing experience at a daily newspaper. Candidate should have strong print and digital experience. Diversification of revenue and niche products is preferred. Candidate must be strong in sales and in editorial management.

The Cleveland Daily Banner is 11,000 plus-circulation, published Sunday through Friday Located in South-eastern Tennessee.

Send resume, a letter explaining why qualified for the position, and references to sarah@wallsnewspapers.com.

News Editor

The Clarksdale Press-Register, a paid circulation weekly in Clarksdale, Miss., is accepting resumes for our news editor position. We're seeking a motivated individual who likes hard work and is eager to deal with all aspects of community journalism.

Candidate should have news writing experience or solid knowledge of news writing style and approach. Ideal candidate will have some experience in photography, knowledge of layout and design, a background of covering local government and events, and a strong desire to challenge themselves to grow and learn in this role.

The Press-Register is part of a long-time family-owned newspaper group and has a reputation of fair and thorough reporting on the community.

Good opportunity for early career journalist seeking a fast-paced challenge. Compensation range \$25,000 to \$30,000, depending on experience. Nice benefits. If interested, submit resume, letter expressing interest, references, and writing samples to mitchell-taylor84@yahoo.com.

Reporter

The Dothan Eagle, a 24,000 daily newspaper located in Dothan, Ala., has an immediate opening for an experienced reporter.

Candidate must be able to cover many topics, but the main focus will be reporting police and court news.

Candidate must be versatile, be able to analyze and write well, cover beats, work well under deadline, develop sources, and take complicated issues and make the reader understand them. Must write daily stories and enterprise pieces. We are looking for a strong writer who can write with context and clarity and has a passion for news. Must have initiative, energy, a good work ethic, excellent interviewing skills and be a storyteller. Must be able to also report through our digital platforms, to include videos, Twitter and Facebook.

We are a BH Media company located in Southeast Alabama, just 80 miles from the sugar white beaches on the Gulf of Mexico. We have sister weekly and daily publications in Marianna, Fla., Enterprise, Ala., Eufaula, Ala., and Auburn, Ala.

This person must be willing to work a flexible schedule. Four-year degree in journalism preferred; Excellent benefits;

EOE/M/F/D/V. Drug and background screen required.

Apply online at <https://bhmedia.silk-road.com/>

Reporter

The Dothan Eagle, a 24,000 circulation daily newspaper located in Dothan, Alabama, has an opening for an experienced reporter. Candidate must be able to cover many topics, but the main focus will be reporting business news. Candidate must be versatile, be able to analyze and write well, cover beats, work well under deadline and take complicated issues and make the reader understand them. Must write daily stories and enterprise pieces. We are looking for a strong writer who can write with context and clarity and has a passion for news. Must have initiative, energy, a good work ethic, excellent interviewing skills and be a storyteller. Must be able to also report through our digital platforms, to include video, blogs, Twitter and Facebook.

We are a BH Media company located in Southeast Alabama, just 80 miles from the sugar white beaches on the Gulf of Mexico. We have sister weekly and daily publications in Marianna, Florida, Enterprise, Alabama, Eufaula, Alabama, and Auburn, Alabama.

This position is ideal for someone who has started at a smaller daily and wants to step up to something bigger. This person must be willing to work a flexible schedule. Four-year degree in journalism preferred; Excellent benefits; EOE/M/F/D/V. Drug and background screen required.

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 NAS-CAR'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@cni.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 Daniel Holmes at daniel.holmes@hartselleenquirer.com or call 256 286 0233.

Editor

The Starkville Daily News, a seven day morning daily has an immediate opening for a smart, enterprising individual to lead a staff at an excellent community newspaper in small town America and home to Mississippi's largest land grant university, Mississippi State University. Must be a good storyteller who loves bringing relevant stories to readers. We are looking for fresh, innovative individual. The person will be responsible along with staff of seven for covering local government and the area's school district, as well as crafting quality feature stories and compelling cover stories. Thorough knowledge of AP style required. Professional experience preferred, but exceptional recent college grads will be considered. Must be proficient with Indesign and photoshop as well as pagination experience. This is a full-time position with benefits. Send resume, cover letter, references 4 clips and salary history/ requirements TO: Don Norman, Publisher, Starkville Daily News, P.O. Box 1068, Starkville, Ms. 39759, e-mail: sdnpub@bellsouth.net, fax: 662-324-8092

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@emmerich-newspapers.com.

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.

Media sales professional

The Alabama Political Reporter and The Voice of Alabama Politics is seeking a full-time professional media sales person. Alreporter.com is the go-to news site for politicians and the state's most influentials. Salary plus commission. We are growing daily. Come join our team. Email resume to sbritt@alreporter.com.