

# *AlaPressa*

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

*MARCH 2017*

## Important Dates

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### Online Media Campus

*Communicating and  
Collaborating Across  
Generations*

Thursday, April 20  
Presenter: Tim Smith

*Digital Projects: Starting  
From Scratch*

Wednesday, April 26  
Presenter: Nick Dumont

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America East  
Media Business and  
Technology Conference  
Hershey, PA  
April 10-12

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

APA elects new officers

APA welcomes new active and  
associate members

Alabama entrepreneurs  
showcase products, talents at  
APA summit

UA launches new journalism CAMP

Bobo and Cargile inducted into the  
Alabama Newspaper Hall of Honor

Rainsville publisher elected House  
Majority Leader

Fight fake news with the real thing



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#### Board of Directors

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Kenneth Boone, First Vice President  
Tallapoosa Publishers Inc.  
Horace Moore, Second Vice President  
The Northwest Alabamian  
Robert Bozeman, The Evergreen Courant  
Dee Ann Campbell  
The Choctaw Sun-Advocate  
Terry Connor, The Cullman Times  
Bob Davis, The Anniston Star  
Eddie Dodd, The Abbeville Herald  
Denise DuBois, The Citizen of East Alabama  
Tricia Clinton-Dunn  
The Fort Payne Times-Journal  
Jim Rainey, The Tuscaloosa News  
Parks Rogers, Gulf Coast Newspapers  
Darrell Sandlin, TimesDaily  
Brad Shurett, The Daily Sentinel  
Steve Smith, The Dothan Eagle

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# APA elects new officers



Scott Brown (l) and Kenneth Boone

Scott Brown, operations manager for Tennessee Valley Media, has been elected president of the Alabama Press Association. Brown succeeds Michele Gerlach, who became chairman of the board.

Kenneth Boone, president of Tallapoosa Publishing Inc., was elected first vice president, and Horace Moore, owner and publisher of Mid-South Newspapers based in Haleyville, was elected second vice president of APA.

Brown started his newspaper career when he was 18, covering high school sports in Humboldt, Tenn. He became publisher of a weekly newspaper at age 21.

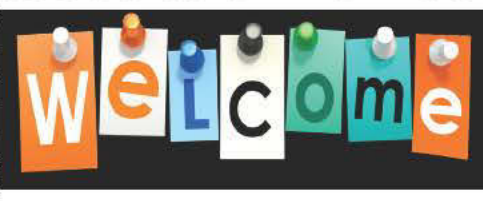
Brown has published newspapers in Georgia, Pennsylvania, Tennessee and Alabama, serving as president and publisher of the Montgomery Advertiser from 2000 to 2008. He was a publisher with Gannett for 17 years.

He joined Tennessee Valley Media in 2008. The company publishes two daily newspapers and three weekly papers in Alabama. He directs seven regional niche websites, five newspaper websites and TN Valley Media Outdoor.

see **Board** pg 3

# APA welcomes new active and associate members

The APA board of directors has approved active membership of the Lagniappe



HD, a weekly publication in Mobile. The newspaper is part of Something Extra Publishing, founded by publishers Rob Holbert and Ashley Trice.

Something Extra Publishing has published The Lagniappe Weekly, a free circulation newspaper, since 2002.

The Lagniappe HD, a paid circulation product, was launched in 2015 and covers Mobile, Fairhope, Daphne, Tillman's Corner, Theodore and

Gulf Shores. The APA board also recently approved seven new associate mem-

bers. They are:

- Birmingham Times – a publication founded in 1964, serving the Birmingham community and documenting African-American news and history in the area
- Iron City Ink – a neighborly news source for the communities in downtown Birmingham, and part of the Starns Publishing family

see **Welcome** pg 4



## Board

from pg 2

New board members elected were: Parks Rogers, publisher of Gulf Coast Newspapers; Tricia Clinton-Dunne, publisher of The Fort Payne Times-Journal; and Dee Ann Campbell, publisher of The Choctaw Sun-Advocate in Gilbertown.

Members elected for a second two-year term are: Terry Connor, publisher of The Cullman Times; Darrell Sandlin, publisher of the TimesDaily in Florence; and Robert Bozeman, publisher of The Evergreen Courant.

Members remaining on the board are: Bob Davis, publisher of The Aniston Star; Denise DuBois, publisher of The Citizen of East Alabama in Phenix City; Eddie Dodd, editor and publisher of The Abbeville Herald; Brad Shurett, publisher of The Daily Sentinel in Scottsboro; Steve Smith, publisher of The Dothan Eagle; and Jim Rainey, publisher of The Tuscaloosa News.

The APA Journalism Foundation elected Rex Maynor, publisher of The Opelika-Auburn News, as president. Maynor succeeds K. A. Turner, senior editor with Alabama Media Group, who became chairman of the board.

Caroline Quattlebaum, co-publisher of The Southeast Sun in Enterprise,



(l to r) Caroline Quattlebaum, Rex Maynor, and K.A. Turner, new Foundation officers

was elected vice president of the Journalism Foundation.

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

New Foundation board members elected were: Bro Krift, executive editor of the Montgomery Advertiser; Michael James, editor of The Tuscaloosa News; James Phillips, publisher of The Daily Mountain Eagle in Jasper; and Tracy Salter, publisher of The Greenville Advocate.

Board members elected for a sec-

ond two-year term are: Marc Johnson, vice president of The Arab Tribune; Johnny Adams, publisher of the Union Springs Herald; and Teresa Woodruff, general manager of The Moulton Advertiser.

Foundation board members remaining on the board are: Jonathan Stinson, publisher of The Sand Mountain Reporter in Albertville; Anthony Cook, editor of The Daily Home in Talladega; Mitch Sneed, editor of The Outlook in Alexander City; and Dewey English, curator for Alabama Media Group.



# AlabamaLegals.com

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AlabamaLegals.com

# Alabama entrepreneurs showcase products, talents at APA summit

by Jim Cox, reprinted from the Clarke Co. Democrat

Entrepreneurship is alive and well in Alabama, given the offerings of the Alabama Products Showcase that was a part of the Alabama Press Association's winter conference in Montgomery.

From a business over 100 years old to many just started in recent years offering everything from cookies, pickles, sausage, whiskey and rum to luxurious sheets and pottery were showcased. The key is they are all made in Alabama by Alabamians.

An added bonus for the newspaper representatives was they got to taste the food items and sample the alcohol offerings — even if the latter were only thimble-sized glasses !

## ALAGA Syrup Company

The oldest company on hand was the ALAGA Syrup Company, founded in 1906 as the Alabama-Georgia Syrup Company in Montgomery, where it still operates today, employing 150 people on a 27-acre complex.

Founder Louis B. Whitfield Sr., an Alabamian, had married a Georgia girl, Willie Vandiver, and she created the ALAGA name and the logo still in use today, a combination of ALA for Alabama and GA for Georgia.

Its signature product is its Original Cane Syrup. There's also a pancake syrup in the "beary special" bear bottles unique to the industry. Flavors include Maple, Butter Maple, Strawberry and a sugar free syrup. The company also packages Yellow Label and Low Boy brands of syrup.

A recent new product is "Sweet Hot Alabama" ALAGA Hot Sauce, a hot sauce made with just a touch of ALAGA syrup.

The company is still family-owned, headed now by Louis Whitfield IV. Its website is [alagasyrup.com](http://alagasyrup.com).

## Conecuh Sausage

Well known to Clarke County residents are Conecuh Sausage products, made in nearby Evergreen.

John Crum Sessions is the owner and president of the 68-year-old family-owned business that he runs with his

son, John Henry Sessions. The company offers six varieties of smoked pork sausages in two natural casings.

Conecuh Sausage products are sold all over the southeastern U.S. as well as in some northern states.

Visitors can visit the manufacturing facility in Evergreen that features a gift shop offering the company's sausage products as well as gift items.

Go to [conecuhsausage.com](http://conecuhsausage.com) for more information.

## Bud's Best Cookies

Bud Carson owned and operated Greg's Cookies in Birmingham back in the 1970s. He started Bud's Best Cookies in 1991 and built an 89,000 square-foot plant in Hoover that can produce a variety of cookies at the rate of 1 million cookies per hour.

The idea for bite-size cookies came from a nutrition class he took at the University of Alabama at Birmingham. The teacher explained that sometimes just one bite of something sweet is enough to satisfy someone. That inspired Carson to make bite-size cookies.

Bud's Best Cookies employs 175 people. Each year Carson gives a 30 percent bonus from profits to his workers as well as contributes 10 percent to the church.

See [budsbestcookies.com](http://budsbestcookies.com) for more.

## Wickles Pickles

Wickles Pickles uses a 90-year-old recipe that was a family secret until 1998 when Trey and Will Sims purchased their great aunt's pickles recipe and started making pickles to sell to the public. The secret brine makes them "sweet with a little heat," promotional literature says.

Initially, 27 cases a day were made and marketing was in boutique and gourmet style shops. That has changed though and today Wickles are sold in all 50 states. And it isn't just pickles but Wicked Okra, Wicked Relish, Wicked Sandwich Spread and even a Wicked apparel line. Bob Baumhower offers "fried Wickles" at his Alabama restaurants and the pickles are used by the

likes of Chef Emeril Lagasse and TV cooking show host Rachael Ray.

See [wicklespickles.com](http://wicklespickles.com) for more.

## Jala-Jala

Jay Short grew up enjoying food and cooking, including a fondness for jalapenos. In 2011 a friend came to him with a problem — too many jalapenos in his garden. The friends, Phil, made pepper jelly and Short made salsa. They sold all 350 jars they canned that summer by Christmas. That turned out so well that the next year they made 3,500 jars and sold all of them.

The company, Jala-Jala, is located in Elkmont, in north Alabama, and makes pepper jellies, salsa, salsa barbecue sauce and a chili mix. The products are sold at Whole Food stores and at other locations in Alabama and Tennessee.

You can order on line at [jalajalafoods.com](http://jalajalafoods.com).

## Alabama Sweet Tea Company

If your Jala-Jala jelly is too hot you can cool off with sweet tea from the Alabama Sweet Tea Company.

The Montgomery company is relatively new, founded in 2015 through

see **Alabama products** pg 8

## Welcome from pg 2

- Latino News — a free circulation newspaper for the Hispanic Community in Alabama
- Southern Torch — a weekly newspaper and online news covering Rainsville and DeKalb County
- Main Street Alabama — engaged in the business of downtown and neighborhood commercial district revitalization
- Medical Association of Alabama — a membership organization of Alabama's physicians
- Medjet Assist — providing comprehensive travel protection and medical transport memberships.

# Thanks to these vendors for making our 2017 Alabama Products Showcase a huge success!



RED LAND  
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John Emerald Distilling Company



JALA JALA







### Former APA presidents gather for convention luncheon

Back row from left to right: Cy Wood (The Valley Times News/Lanett) 2009; Ben Shurett (Fort Payne Times-Journal) 2004; Steve Stewart (The Monroe Journal/Monroeville) 1987; Leada Gore (Alabama Media Group) 2012; Michele Gerlach (The Andalusia Star-News) 2016; Mike Marshall (Alabama Media Group) 2013; Mike Breedlove (The South Alabamian/Jackson) 1985; Jim Oakley (The Centreville Press) 1979; Mike Kelley (The Clanton Advertiser) 1996; Joe Adams (The Southern Star/Ozark) 2000; Joe Thomas (The Tri-City Ledger/Flomaton) 2010; Ferrin Cox (Elba Clipper) 2005; Willie Gray (Call News/Citronelle) 2008; Bo Bolton (The Monroe Journal/Monroeville) 2007

## UA launches new journalism CAMP

The University of Alabama's College of Communication and Information Sciences has launched a new summer program for high school students interested in journalism.

Registration for the program, called CAMP (Communication and Media Preview), launched earlier this week and will go through June 16.

The program is designed for high school students interested in topics like broadcasting, media production, promotion, social media, writing and public speaking.

"CAMP provides high school students with the opportunity to discover and create stories. During this four-day, three-night immersive experience at UA, students will practice skills and improve knowledge related to the fields of communication and media, develop connections with aspiring communicators and become familiar with the college experience," said Sara A. Hartley, assistant dean for undergraduate studies and external relations in the College of C&IS.

This year's session will have a

sports communication focus and will take place July 12-15. The college is partnering with UA Athletics and various faculty members to create an interactive curriculum.

The program is designed for rising high school sophomores to seniors and costs \$500 for lodging, meals and

CAMP gear. Financial need based scholarships are also available.

Registration can be done online at [cis.ua.edu](http://cis.ua.edu). Spots will be filled on a first-come, first-served basis.

Anyone with questions about CAMP should email [uaccis@ua.edu](mailto:uaccis@ua.edu) or call (205) 348-8599.





(From left to right) LaTekia Gunter, Paula Bryant, Peyton Bobo

## Bobo and Cargile inducted into the Alabama Newspaper Hall of Honor

Barbara Bobo and Trudy Cargile became the 118th and 119th inductees into the Alabama Newspaper Hall of Honor in a ceremony on March 4 on the campus of Auburn University.

Bobo, who along with her husband, Peyton, founded The West Alabama Gazette in Millport and The Northport Gazette. She was an activ-

ist in her community and involved in politics on the local, state and national levels.

Cargile began her journalism career at the Montgomery Advertiser. She also worked at the Birmingham Post-Herald before joining the Auburn University News Bureau.

## Rainsville publisher elected House Majority Leader

Nathaniel Ledbetter, publisher of the Mountain Valley News in Rainsville, was elected recently as the Majority Leader in the Alabama House of Representatives.



Nathaniel Ledbetter

Ledbetter, elected in 2014, is the first freshman representative to hold the position. Prior to running for his legislative seat, Ledbetter served on the Rainsville city council and was the mayor of Rainsville.

Ledbetter and his wife, Teresa, purchased The DeKalb Advertiser in 2011. They changed the name of the paper to Mountain Valley News, and moved the offices from Fort Payne to Rainsville.

## Fight fake news with the real thing

By Ken Paulson

Fake news is becoming a real problem, according to successive presidents of the United States. Barack Obama described it as a threat to democracy, while President Trump decried it as a threat to his administration.

So it must be a big deal. Surely this nation's inventive spirit can give us something to counter "alternative facts" and bogus stories to give Americans the accurate information they need. Just consider this potential Kickstarter campaign:

We're pleased to offer you the opportunity to invest in the Fake News Eradicator, a content delivery system that will keep you informed in a timely and reliable manner, engage and entertain you and shore up democracy in

the process. Among its features:

- The option of digital or retro packaging
- Custom-built for your geographic location without the need for GPS
- Fully portable
- Built-in fact-checking
- Creates local jobs; the product is manufactured in the USA by your neighbors
- Redesigned daily to meet your changing information needs
- Family friendly; absolutely porn-free
- The retro model is delivered to your doorstep and requires no batteries. It's also guaranteed to be virus-free and has no annoying pop-up ads. Yes, the best way to combat this spawn of new technology is with old technology,

circa 1690, the year the first newspaper was published in America.

The most effective weapon against fake news is real journalism. The notion of caring professionals living in your community and writing about your town and government is admittedly very old school, but it has served us well for more than three centuries. We've had fake news at the checkout counter since the '70s, but there was also the real thing delivered to our doorstep each morning.

Obviously print newspapers will one day disappear, but the touchstones of local journalism don't have to. Keeping an eye on local government, celebrating achievements and

see **Fighting fake news** pg 9

## Alabama products

from pg 4

the unlikely friendship of Wes Willis, a musician, and Golson Foshee, a real estate developer.

As a musician, Willis spent a lot of time on the road and out of state. He wanted to come home and remembered his grandmother's homemade sweet tea. Golson has worked to revitalize downtown Montgomery and his passion for the city's betterment led to him and Willis pairing up to form Alabama Sweet Tea Company.

You can find tea products and more at [alabamasweettea.com](http://alabamasweettea.com).

### Chicken Salad Chick

Stacy Brown never intended to open a restaurant. She was a recently divorced, single mother in 2007 and was trying to perfect a chicken salad recipe as a means of providing for her children. She sold the salad to friends and neighbors but was shut down by the health department.

Her future husband, Kevin, who has since passed away, helped her to open a small take-out restaurant in Auburn. Chicken Salad Chick was a hit.

And it became a huge success. Now, nine years later, there are 65 Chicken Salad Chick locations across eight states. There are 15 original flavors of chicken salad as well as gourmet soups, side salads and desserts.

The Chicken Salad Chick Foundation was created to raise funds to fight cancer and to feed the hungry. The second "Music & Miracles Superfest" will be held April 22 at Jordan-Hare Stadium with Blake Shelton headlining the event.

To learn more about the superfest, visit [www.musicandmiracles.com](http://www.musicandmiracles.com). To learn more about Chicken Salad Chick go to [www.chickensaladchick.com](http://www.chickensaladchick.com).

### John Emerald Distilling Company

There are a lot of private beer breweries in Alabama and at least two whiskey distilleries.

John Emerald Distilling Company released the first legally distilled whis-

key in Alabama since prohibition in 2015.

John Sharp and his son, Jimmy, own and operate the small-batch distillery in an old cotton warehouse in downtown Opelika. They make and distribute a single malt whiskey, gin, vodka and two kinds of rum. They rely on Alabama-grown ingredients to make their spirits unique.

The Sharps had a successful plaster business but one that kept them in the road. When Jimmy's daughter was born they both knew they wanted to be at home more to be with her. A whiskey distillery was come up with as a means of doing that.

They took a lot of distilling courses, including one for Jimmy in Scotland, and set about making whiskey. There are a variety of brands. John's Alabama Single Malt Whiskey is made with malted Irish barley smoked with peach and pecan wood.

The products are sold through Alabama's ABC stores and the Opelika distillery is open part-time for tours that include a tasting room.

For more go to [johnemerald-distilling.com](http://johnemerald-distilling.com).

### Big Escambia Spirits

Another distillery, closer to Clarke County, is Big Escambia Spirits, located on the banks of Big Escambia Creek near Atmore.

Seth Dettling was in the real estate business when he started looking for something else to do. He investigated the craft distilling industry and decided to try it.

He's making a unique bourbon that uses a heirloom corn to which is added sweet rye, rolled oats and dark roasted malts. "Alabama Bourbon" is aging now and is set to be released later this year.

On the market now is CRU RUM, a special rum that has a delicate flavor. Look for the company on Twitter and Facebook.

### Red Land Cotton

Red Land Cotton is a north Alabama company making quality sheets, napkins, tea towels and other items using Alabama grown cotton.

Mark Yeager has his own cotton gin that gives him strict control over the quality of cotton fibers produces for his items. He and his daughter, Anna Brakefield, strive for excellence in their products.

Visit [redlandcotton.com](http://redlandcotton.com) for more.

### Laser Sharp Products

Mike Sanders was a retired coalminer living in Vance and looking for something to do when he brought a laser engraving machine and decided to create wood products with it.

That something turned into Laser Sharp Products that makes 35 different state puzzles, including Alabama, as well as country puzzles (the U.S., Mexico and Germany).

In the state puzzles, the counties are all cut geographically correct. Ditto for the states in the U.S. puzzle.

Sanders also makes personalized door and wall decorations, signs, and more.

Sanders and his wife, Betty, make all the products themselves with Alabama grown wood whenever they can.

Email them at [laswersharpproducts@att.net](mailto:laswersharpproducts@att.net).

### Biscuit Leather

Soft and buttery like a fresh hot biscuit. That's how Becky Luigart Stayner describes her Biscuit Leather products.

Located in Homewood, she creates custom clutches, totes, journals, belts, key fobs and overnight bags. All leather is sourced in the U.S. and each item is completely handmade.

For more go to [biscuitleathercompany.com](http://biscuitleathercompany.com).

### Earthborn Studios

Tena Payne has been making pottery since the 1970s. Her Earthborn Studios creations are highly favored by chefs and restaurants. Additionally, she sells pottery to retail stores across the country.

Visit [earthbornpottery.net](http://earthbornpottery.net) for more information.

### Black Belt Treasures

Camden's Black Belt Treasures was featured and many of its Alabama-made artworks.

The gallery showcases local artists including the Gees Bend quilters.

The Camden gallery is open on a regular basis and you can also find items at [blackbelttreasures.com](http://blackbelttreasures.com).

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*APA asked our members to help us promote these businesses that participated in our Alabama Products Showcase. Many thanks to publisher Jim Cox for shining a spotlight on these very special entrepreneurs.*



## Fighting fake news

from pg 7

telling the stories that shape the fabric of a community have never been more important.

For those rolling their eyes because they're convinced that the local newspaper is "biased" along with the rest of the media, I'd invite you to reconsider. By and large, local newspapers strive for balance for both ethical and business reasons. With newspapers struggling economically, they can't afford to alienate anyone. That's why many newspapers have abandoned endorsements. They can't take the risk of losing a chunk of their readership.

Many factors fuel the proliferation of bogus news. In a polarized society,

*The most effective weapon against fake news is real journalism. The notion of caring professionals living in your community and writing about your town and government is admittedly very old school, but it has served us well for more than three centuries.*

- Ken Paulson

there are certainly cynical partisans who manipulate social media to their own ends. But we also can't let the American people off the hook.

"Fake news thrives because there is a lazy, incurious, self-satisfied public that wants it to thrive; because large swaths of that public don't want news in any traditional sense, so much as they want vindication of their preconceptions and prejudices," author and Norman Lear Center fellow Neal Gabler wrote recently. "Above all else, fake news is a lazy person's news. It provides passive entertainment, demanding nothing of us."

Why are so many Americans unwilling or unable to recognize partisan fairy tales? Who's to blame when millions of Americans seem incapable of distinguishing the truth from nonsense? Have America's schools failed to foster critical thinking?

The biggest driver of fake news has been the reluctance of the public to pay for information and the subsequent decline of traditional news media.

Faced with declining circulation, newspapers have priced their content at astonishingly low levels. In recent months, a number of daily newspapers have marked down their annual digital subscription to \$4.99 a year. Yes, you read that right. For the price of a cup of coffee or a Big Mac, you get 365 days of information about your community, your neighbors and your government.

Unless you don't care.

And that could be the real problem. The click culture has revealed a lot about who we are as a nation and what our priorities are. We'll spend hundreds of dollars on cable TV or \$14 on a movie ticket, but we refuse to pay for news and information. In the end, you do get what you pay for.

No disrespect to America's television and radio stations, but those newspapers and websites drive broadcast reporting. Facebook posts on current events come from real news sites that need revenue to stay alive.

Unless we invest in journalism — at the national or local level, in print or online — fake news is all we'll have. Democracy can't survive on memes alone.

There are powerful politicians and their followers who say you can't believe anything you read in the press.

"Trust us," they say. They want you to believe that America's news organizations are all just like that strident and sensational cable channel you hate.

They suggest that the nation's 1,300 daily newspapers, thousands of weekly and alternative papers, 1,700 TV stations, 14,000 radio stations, thousands of magazines and thousands of online news sites can all be condensed into the singular "media," united by a shared political agenda and a disdain for the American people.

And that's the most dangerous fake news of all.

*Ken Paulson, president of the Newseum Institute's First Amendment Center and dean of the College of Media and Entertainment at Middle Tennessee State University, is a member of USA TODAY's Board of Contributors.*



## Congratulations, Ethan.

Congratulations to Ethan Van Sice whose photo of a Camden sunset was the cover artwork for the 2017 APA Media Directory.

Van Sice is the grandson of the Wilcox Progressive Era Publisher Glenda Curl and the late Hollis Curl.

He is the associate editor of the paper.



Susan Dubose and Jay Lamar with Bicentennial Commission



APA members discuss legislative issues with Sen. Del Marsh (far right).



Product Showcase participant Red Land Cotton

## Journalism Summit 2017



Michele Gerlach presents Lifetime Achievement award to recipient Kendal Weaver



(left to right) James and Andrea Phillips, with owners of Biscuit Leather



Mental Health Commissioner Jim Perdue addresses APA board members.



Delegates enjoy visiting with luncheon speaker Bill Barrow.



Dennis Bailey (left) introduces panel members at Friday morning session.



## People

**Blake Bell** has returned to The Atmore Advance as president and publisher of the newspaper and associated media publications.

Bell was most recently publisher of The Madison Journal in Tallulah, La., and is the former news editor at the Advance.

**Jennifer Cohron** is the new features editor at The Daily Mountain Eagle in Jasper. She joined the newspaper staff as an intern in 2007, and assumed a full-time role as a general assignment reporter after graduating from UAB in 2008.

**Daniel Evans** has been promoted to news editor at The Selma Times-Journal. He is a graduate of the University of Alabama and has been at the paper since 2013.

**Shelia Gibson** has joined the staff of The Moulton Advertiser as an account executive. She comes to The Advertiser from the Decatur and Morgan County Community Corrections, where she worked as a probation of-

ficer.

Gibson has a bachelor's degree from Athens State University in criminal justice and an associate's degree in paralegal technology from Calhoun Community College.

**Tia Jones** has been named circulation director at The Daily Mountain Eagle in Jasper. She has been at the paper since 1992, working in the front office and later moving to the circulation department.

**Christy Mims-Graves** has joined the advertising team at The Arab Tribune. She worked previously in the same role at The Cullman Times and The Advertiser-Glean in Guntersville.

**Michael Palmer** has been named managing editor at the Times-Record in Fayette. He has worked for the Journal Record in Hamilton and was a photographer at The Tuscaloosa News from 2000-2009.

Palmer is a graduate of Hamilton High School and the University of Alabama.

**Bradley Roberts** has been promoted to managing editor of The Fort Payne Times-Journal. He began his newspaper career at The Sand Mountain Reporter in 2014, after graduating from Auburn University.

**Capt. Mark Robinson**, photographer for The Islander in Gulf Shores, was recently named Photographer of the Year by the Coastal Photography Club. The award recognizes photography excellence and achievement.

**Shayla Terry** has joined the staff at The Luverne Journal as the Crenshaw County editorial coordinator. She is a recent graduate of Troy University and joined the staff as an intern in 2016.

**Jake Winfrey** has been named sports editor at The Cullman Times. The Auburn graduate has covered high school and college sports for The Times for the past four years.

Exhibit at

**AMERICA EAST**

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## Briefs

A subscriber to **The Daily Sentinel** in Scottsboro recently helped identify a scam in the area. The subscriber received a call telling him his subscription was about to expire. The call came in at 8:30 p.m. and the caller said he was calling from the newspaper.

A second call from a different person came in about two hours later, and asked for a credit card number to renew the subscription. The subscriber did not give any information and told the caller he would come by the office to renew.

The subscriber notified the newspaper the next morning. Circulation Director Darlene Walker said the newspaper does call about renewing subscriptions, but never that late.

**The Corridor Messenger** has been sold to **The Daily Mountain Eagle** in Jasper. The Corridor Mes-

senger was founded in 2007 by Ken and Tanya Guin from Carbon Hill, also in Walker County.

Ken Guin will be a guest columnist for **The Daily Mountain Eagle** on state and local politics.



**Lewis Floyd**  
Senior Associate

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# Journalists must adapt to Social Media Era

By Al Cross

Journalism needs to adjust to the new era of social media, and it can do that without changing its essential principles, but the public needs to help, the executive director of the American Press Institute said Wednesday at the University of Kentucky.

Tom Rosenstiel, co-author of *The Elements of Journalism: What News People Need to Know and the Public Should Expect*, spoke at the latest installment of the UK School of Journalism and Media's "Challenges to Journalism" series. Using the book as a template, Rosenstiel discussed how elements and principles of journalism have been affected by social media and other technologies, and how journalists can adapt. But the Elements also say that "Citizens, too, have rights and responsibilities when it comes to the news, and he said the role of citizens as consumers of journalism "probably is the issue that has exploded the most."

"In effect we are our own editors" as we use social media, Rosenstiel said, but Facebook is programmed to give us information that its algorithms suggest interest us, which may steer us away from views contrary to our own. "Whether we are in a filter bubble is dependent on us."

Readers, listeners and viewers once used their judgments about news sources as a filter for news, but on social media that branding is largely lost, and the news becomes "atomized," story by story, Rosenstiel said, with little emphasis on the original source.

Social media thus lacks an essential element of journalism, the "discipline of verification." Rosenstiel explained that the discipline calls for "objectivity of method, not neutrality," because individu-

als cannot be expected to be truly objective.

The objectivity of method, driven by what journalist-philosopher Walter Lippmann called "a scientific spirit . . . is actually the antidote to fake news," Rosenstiel said. "We are in the era of show-me news: 'Show me why I should trust you.'" He said that is done by making the evidence in a story, and the sources for it, clear and transparent. "The key element is the reporting and the evidence, not a beautiful narrative."

The elements or principles that journalists "must maintain an independence from those they cover" and be "an independent monitor of power" are "under siege from various pressures," Rosenstiel said, including the proliferation of news outlets that are more about "the journalism of affirmation" of news consumers' beliefs. "Audiences like to see news they agree with."

Journalists need to understand that in many cases they are no longer the gatekeepers for information, but "annotators of information we've already heard," Rosenstiel said, which makes it more important for them to check facts, knock down rumors and help readers make sense of events, trends and issues. He also said it's more important than ever to put labels like "analysis" on stories that go beyond the facts.

Rosenstiel said "the area of greatest challenge" for journalism may be its need to "provide a forum for public criticism and compromise," because the "commenting media" are growing while "the reportorial media" are shrinking and looking for more revenue from the audience to make up for less advertising.

That is making a real difference in many states and localities,

as congressional delegations and local governments and get less coverage, Rosenstiel said. "We often overlook the importance of reporters simply showing up," he said. "Bad things happen when people in power think they're not being watched."

How about other Elements of Journalism?

- "Its first loyalty is to citizens." As news organizations' finances have eroded, its loyalty to citizens has been weakened, with more use of sponsored content, and "This is something we need to worry about," Rosenstiel said.

- "Make the significant interesting and relevant": It's more important to listen to the audience, Rosenstiel said, because the web and economics are moving the market away from "publications of record" to "publications of interest." The web rewards specialization, not the old model of general-interest stories, so local publications "need to decide the few things they need to get better at." One encouraging finding is that people will still read long stories, especially at night and on mobile devices, he said.

- "Keep the news comprehensive and proportional": With fewer resources, we "need to think about comprehensiveness within topic," Rosenstiel said, keeping in mind that "The function of news is to create community knowledge."

- Journalists should "exercise personal conscience": Rosenstiel said research shows that the expansion of news outlets have drawn conservatives out of traditional newsrooms, so editors and publishers need to think about ideological, class and cultural diversity.



## Networks show continued improvement in 2017



Network News  
by  
Amy Metzler

This is the perfect opportunity for you to build on the recent success in the Networks and upsell your clients. Our clients are seeing the value of statewide reach, and so will yours!

Just last week I said to Felicia, "If you had told me yesterday that I'd get a call from a new client inquiring about placing a statewide line ad, a newspaper calling to let me know that they'd sold a statewide line ad, and a sister Press Association calling to tell me they had up-sold one of their line ad clients

to a 2x2 in Alabama all in the same day, I'd have told you that you were crazy." Nevertheless, that's exactly what happened! It almost felt like those 2005 Ala-SCAN glory days everyone keeps telling me about...

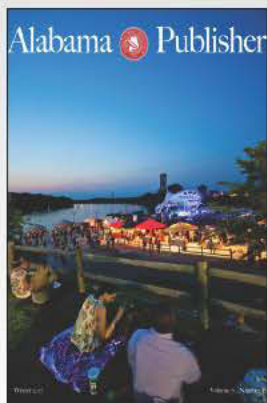
These first three months of 2017 have been huge for the Networks, and it's time for you guys to cash in too. With our new 2017 commission structure, anytime you sell an ad your newspaper keeps HALF of the total cost now. That is a huge value to your paper!

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@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 regionally or statewide!

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## 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.



# Put me in coach

*Unfortunately, “negative recruiting” isn’t just confined to football*

It’s been said that recruiting is the life-blood of college football. The better the recruit, the better the coach. And everyone knows to be a successful recruiter, a coach better be a great salesman. There’s an old coaching adage about winning: “It’s not about the x’s and o’s but the Jimmies and Joes.” And in the South, if you want to keep your job, you better win. A New York Times article published a few years ago indicated that 85% of the people in the Birmingham market follow college football. I doubt that’s changed much. We’re number one. And it’s not even close.

The top teams generally pride themselves on selling the attributes of their own school and team, and tend to rarely mention the competition. On the other hand, you consistently hear reports of negative recruiting by the lesser teams trying to reach the top. The comments can range from half-truths to outright lies. If an opposing coach doesn’t address those comments head-on, he stands to lose out on the recruiting trail.

Which brings me to a lunch I had with a couple of ad agency buddies a few weeks ago. They shared a story of a recent response to a prospective client’s RFP. Seems they had decided to include print in their proposal before learning the reason the business was being shopped - the old agency believed in heavy print. And according to the client, “Everyone knows newspapers are dying.”

We proceeded to have a spirited discussion about the difference between perception and reality, fact vs. myth. I later wondered how many times newspaper reps, in responding

to questions about declining circulation - stories printed on the front page of their own newspaper - simply just shrugged their shoulders instead of answering



Ad Vice  
by  
Brad English

the questions head-on.

Let’s face it. The competition has “negatively recruited” against us for years. And I’m afraid too many times instead of responding to the comments we’ve tried to simply deflect a client’s attention back to a topic with which we were comfortable.

Truth is, there are more newspapers around today than there were five years ago. Declines in circulation are mainly attributable to a tightening of a newspapers footprint - eliminating some routes beyond the primary trading area - and a gravitation of the occasional reader to the web, with most of those landing on the newspaper’s web site. In fact, I don’t know of a single newspaper in Alabama who’s combined readership - print and online - is not greater than it was “back in the good old days.”

Our core print reader remains largely intact. And that’s the one who was most likely to respond to an ad message five and ten years ago.

Last month, millions of Americans across the country attended Super Bowl parties. Many for the primary purpose of seeing not the Patriots and Falcons, but the advertising gems rolled out by the most creative minds in the industry. That famous John Wanamaker quote about half of advertising spending being

wasted may not apply to the Super Bowls. Last year, Genesis Media conducted a study that found that 90% of viewers were not likely to buy something in a Super Bowl ad.

Selling stuff is where we come in. We may not be sexy and slick, but we produce results.

Newspapers aren’t dying. Truth is, our broadcast brethren are having a much harder time holding on to their viewers and listeners as the Internet continues to fragment the market. TV and radio always have and always will be entertainment vehicles. The web just brings more entertainment options to the table. Can newspapers be entertaining? Absolutely. Look no further than the letters to the editor and sound off columns during football season. But hyper-local news and information still remains our bread and butter specialty.

Do we need to be more creative in both our sales presentations and advertising proposals? Absolutely. Our competition is, so we have to answer. Bottom line, we can change. We can change the way we do things. We can change the way we respond to those negative recruiters and the way we do business. We can show our products can be platforms for creativity.

We can change the perception of our industry into the reality we know it can be.

After all, we’re number one.

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

## Advertising is all about motivation

When you peel back the layers of advertising philosophy and technique, it all comes down to one thing: Motivation. People buy things because they are motivated. And the most effective ads are those that appeal to the right motivation.

There are two basic motivators:

(1) desire for gain and (2) fear of loss. Think about your own experience and it's easy to see that your purchases can be traced to a desire to get (or maintain) something you want or to prevent the loss of something you don't want to lose.

This goes for big and small buying decisions. Why do you move to a new house? (Real estate experts say the three biggest reasons are location, location and location.) Why do you buy new tires when your old ones wear out? (Fear of an accident.) Why do you go to the movies? (Desire for entertainment.) Why do you wait for something to go on sale before buying? (Desire to save money.) Why do you buy a convertible? Why do you join a gym? Why do you buy an insurance policy?

Smart advertisers find – and stick with – the right motivators to sell their products and services. Take tires, for example. Although every brand of tire is built for safety, Michelin took that universal benefit to a new level – with imagery of smiling babies riding in the protective embrace of their tires. That strategy positioned Michelin as the “safe tire” – a benefit that is tied directly to a major motivator for parents.

You can do the same thing for your advertisers. Simply identify a dominant motivator and package it in the form of a benefit. Then make that benefit crystal clear in the headline and graphic images. Here are some formulas to write better benefit headlines. Look for the motivational elements.

1. “How to \_\_\_\_\_ (fill in the blank).” In many cases, whatever you put after the words “how to” will automatically promise a benefit. For example, “How to simplify your vacation plans”... “How to learn a foreign language”... “How to lose five pounds in five days.”

Some words are powerful links



**Ad-libs**  
By John Foust

to basic motivators. “Protect” and “secure” are strongly connected to fear of loss (“How to protect your home from intruders”). And “save” and “increase” are associated with desire for gain (“How to increase your gas mileage”).

An interesting feature of a “how to” headline is that the words “how to” can be dropped to create a shorter version of the same

statement. “How to secure your retirement” can become “Secure your retirement.”

2. “Save \_\_\_\_\_ on \_\_\_\_\_.” This headline requires a specific dollar figure or percentage. (“Save 40 percent on new carpet.”)

3. “Quick and easy way to \_\_\_\_\_.” This is a promise of hassle-free ways to do things. The words “quick and easy” can be used together or alone. (“A quick and easy way to do yard work”... “A quick way to refinish furniture”... “An easy way to find the right camera.”)

4. “Free” offers like ... “Buy one sandwich, get one free” or “First month's rent free.”

*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)*

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## Help Wanted

### Managerial Position – Guntersville, AL

The Advertiser Gleam, a 7,500 twice weekly newspaper and 8,000 weekly TMC seeks an experienced leader in the beautiful lake city of Guntersville, AL situated along the Tennessee River in northeast Alabama. Candidate should be innovative and results-oriented. He or she will manage the operation. This individual must possess leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential.

We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as an advertising sales leader or general manager of a newspaper. Advertiser Gleam is owned by TN Valley Media and offers a competitive salary commensurate with experience and a comprehensive benefits package including health insurance and 401K. Please send resume and salary requirements to darrell.sandlin@timesdaily.com.

### Sports Editor – Alexander City, AL

The Alexander City Outlook, a 3,200-circulation five-day daily newspaper located in Central Alabama on the shores of beautiful Lake Martin is seeking a sports editor to transform our sports pages from good to great.

We are seeking a person driven to write compelling stories on deadline on multiple platforms and to produce a quality sports section with balanced and in-depth coverage. We cover five high schools, a community college and a wide range of outdoor and recreational sports. A person who can work independently, with great organizational and time-management skills will flourish here.

The ideal candidate would possess a bachelor's degree in journalism or related field, or equivalent experience, knowledge of AP style and libel law, good photography skills and knowledge of Photoshop and the entire Adobe Creative Suite, especially InDesign, to design the sports section. Experience recruiting and developing stringers would be a plus.

We are an equal opportunity employer offering our employees a chance to flourish, a team atmosphere that thrives of journalism excellence, competitive pay and great benefits.

Interested candidates should email their resumes and writing

samples to mitch.sneed@alexcity-outlook.com.

### Publisher – Tallulah, La

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

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

### Content Manager-The St. Clair News-Aegis

The St. Clair News-Aegis seeks an experienced, digital-savvy content manager to assist in

reporting and designing this weekly newspaper.

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

The content 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.

## Mark your calendars – July 6-8

**APA is returning to Alabama for the 2017 Summer Convention. Mark your calendars for July 6-8 at the Perdido Beach Resort.**

### Programs include:

- Mind Your Niches
- Classified – The Next Big Thing for Newspapers
- Video Tips and Tricks
- First Amendment Quiz

**The convention starts with a sunset cruise and ends with a celebration of the Better Newspaper Contest winners. We hope to see you there!**