

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

APRIL 2017

Important Dates

Online Media Campus

*"Rural Journalism: Tracking
Agriculture"*

Category: Editorial

Thursday, May 18

Presenter: Al Cross

*"What Would Sammy Do?"
Top Priorities For Sales Today"*

Category: Revenue

Thursday, May 25

Presenter Sammy Papert

*"Building a Strong Service
Directory to Increase Revenue"*

Category: Revenue

Wednesday, June 7

Presenter Janet DeGeorge

2017 APA Summer Convention

July 6-8, 2017

Orange Beach, AL

APA Summer Convention returns
to Orange Beach

APA says farewell to two
staff members

Clayton Record sold

Goldsmith wins Chopped Junior

Advocate receives Media
Excellence Award

Progressive Era sold out

Gulf State Park Lodge on track for
2018 opening

APA Journalism Foundation board
meets at Miles College



Alabama Press Association
Alabama Newspaper Advertising
Service Inc.
3324 Independence Drive
Suite 200
Birmingham, AL 35209
(205) 871-7737
(205) 871-7740 (fax)
www.alabamapress.org

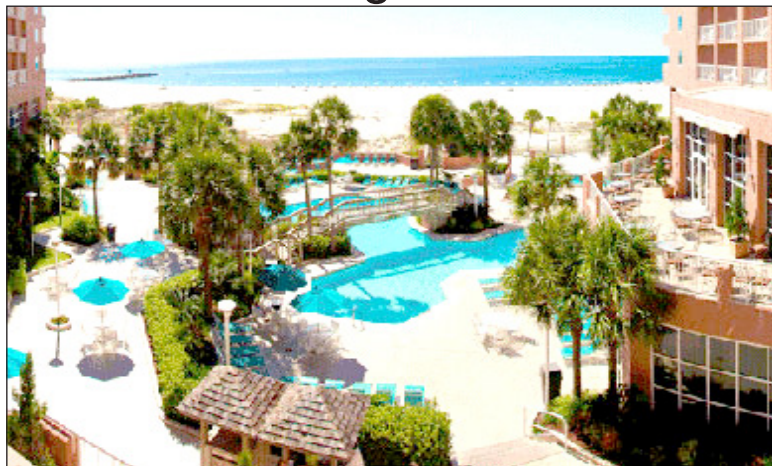
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APA Summer Convention returns to Orange Beach



Perdido Beach Resort

APA will return to the Alabama Gulf Coast and the Perdido Beach Resort for the 146th summer convention, July 6-8.

Join us Thursday evening as we kick off the weekend with a two-hour sunset dolphin cruise aboard the Wild Hearts, a 53-foot open-ocean sail boat. NO MORE BUS RIDES! The boat will depart from a pier across the street

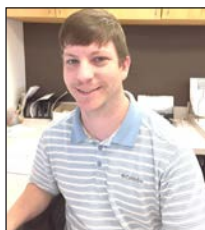
from the hotel.

Programs include:

- Mind Your Niches – Learn how to make more money with specialized print products - Bill Ostendorf
- Quick and easy videos with tools you probably already have - Dan Meissner

see **Summer convention** pg 3

APA says farewell to two staff members



Chris McDaniel

later returning full time in 2010, working in network sales. In 2014, he became the member services coordinator, working with the Better Newspaper Contest, APA's two conventions and other services offered to APA members.

He is joining the staff of FIS, a financial technology solutions company located in Birmingham.

"Chris has been a tremendous asset to the APA team, and we will miss him," APA Executive Director Felicia Mason said. "He is always willing to help our members. He knows them, and he knows our industry. I have no doubt that he will provide the same level of service

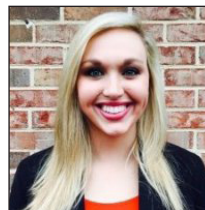
Chris McDaniel and Amy Metzler will be leaving APA at the end of this month. McDaniel started at APA when he was a student at UAB, working part time and

and dedication in his new job, and we wish him well."

Metzler is relocating to the Atlanta area, and has accepted a position with the Sandy Springs (Ga.) Convention and Visitors Bureau. She joined APA in 2015, and has been instrumental in building the print and digital networks offered by ANAS.

Metzler is a 2013 graduate of the University of Alabama. While in school at UA, she worked as the special projects account representative for The Crimson White, the student newspaper.

"Amy has really done a great job coordinating our networks and providing exemplary service to her clients. We'll miss her and wish her the best," APA ad manager Brad English said.



Amy Metzler

Summer convention

from pg 2

- Classified: The Next Big Thing for Newspaper - Bill Ostendorf
- "Revolution, rights and rock 'n' roll: The hidden history of the First Amendment," an interactive presentation that will challenge and inspire. -Ken Paulson

The convention concludes with the recognition of the winners of the

2017 Better Newspaper Contest.

Registration materials will go out soon, but you can BOOK YOUR HOTEL ROOM NOW at: <https://www.perdido beachresort.com/alabama-press-association>.

Clayton Record sold

Rebecca Beasley has sold The Clayton Record to Blake Gumprecht, a college professor from New Hampshire.

Gumprecht grew up in Wilmington, Delaware. His first venture into journalism was a hand-written newspaper he sold door-to-door as a young boy in his neighborhood.

As a journalism student at the University of Kansas, he worked at the student newspaper and earned internships at The Chicago Tribune and the Los Angeles Times.

For the last 14 years, he has been a professor in the Department of Geography at the University of New Hampshire. He also taught at the University of South Carolina.

Gumprecht says he decided to return to journalism, and started his search to find a newspaper to buy last summer. He looked at 122 news-

papers in 24 states, and visited nine papers in seven states. "I was immediately taken by Barbour County when I visited last December," Gumprecht wrote in his column. "I like the look of the place, the quintessentially Southern landscape and architecture, and the pace of life here."

Beasley's family has owned The Clayton Record for 102 years. Her grandfather, William Lee Gammell, served as editor and publisher of The Clayton Record from 1915 until 1954. Her grandmother, Pearl Gammell, followed her husband as editor and publisher. In 1960, Miss Bertie, Beasley's mother, took over the reins of the newspaper and remained active with both the paper and the Clayton community until her death in 1998.

Beasley, who has worked at the newspaper since she was a teenager, took over as her mother's health de-

clined and has filled the role of editor and publisher since 1998.

"I was immediately taken by Barbour County when I visited last December. I like the look of the place, the quintessentially Southern landscape and architecture, and the pace of life here."

- Blake Gumprecht

Goldsmith wins Chopped Junior

"I always hoped I would be healthy enough to be on the show one day, and now this is a dream come true,"

- Fuller Goldsmith

Fuller Goldsmith, a 13-year-old from Tuscaloosa, took home the top prize recently from the Food Network show, Chopped Junior. Fuller is the son of APA Accountant Scott Goldsmith and his wife, Melissa.

Goldsmith says he already has plans for the \$10,000 cash prize. He plans to donate a portion of the money to Fuller's Fund, a fund started by Full-

er's family to help offset the demands of treatment of childhood cancer. He also plans to take his family on a vacation.

Goldsmith was diagnosed with acute lymphoblastic leukemia in 2007, at the age of 3. He had spent long hours at Children's of Alabama hospital in Birmingham, undergoing three years of chemotherapy which led to a remission, then three more years of chemo, followed by spinal surgery to correct problems from medication, and a bone-marrow transplant in 2014 that has shown positive results.

On the show, which aired April 25, Goldsmith said he has spent many hours watching the Food Network while he was in the hospital. "I always hoped I would be healthy enough to be on the show one day, and now this is a dream come true," he said.

Congratulations, Fuller!



The Goldsmith family



The Greenville Advocate received the Alabama Rural Electric Association's 2017 Media Excellence Award. Pictured from left to right is Pioneer Electric Executive Vice President and General Manager Terry Moseley, AREA Vice President of Communications Lenore Vickrey, Greenville Newspapers Publisher Tracy Salter and Pioneer Electric Communications Specialist Casey Rogers. (Advocate photo/Jonathan Bryant)

Advocate receives Media Excellence Award

It was a big afternoon for The Greenville Advocate as the newspaper was recognized as one of the top community newspapers in the state by the Alabama Rural Electric Association (AREA) during the 70th annual meeting of AREA, held April 13 at the Renaissance Hotel and Convention Center in Montgomery.

The Greenville Advocate was recognized as the recipient of AREA's 2017 Media Excellence Award.

AREA vice president of communications, Lenore Vickrey, said The Greenville Advocate has earned the media excellence award this year for its broad and deep commitment to being a partner with the community in ways that make area residents well-informed citizens.

"The newspaper's coverage of co-op related issues ranged from storm stories to school activities to annual meetings or reports on the Youth Tour both after the activity and for recruiting participants," Vickrey said.

"The Greenville Advocate addresses and reaches a variety of communi-

cation audiences through their website and social media sources with a local presence, and professional quality that rivals larger newspaper sources," said Terry Moseley, Pioneer Electric's executive vice president and general manager.

"The Greenville Advocate strives to report the news of our community honestly, fairly and with integrity," said Greenville Newspapers Publisher Tracy Salter.

"Being nominated for, and receiving, such a prestigious award is truly an honor for the entire staff of the Advocate."

"The Greenville Advocate strives to report the news of our community honestly, fairly and with integrity."

- Tracy Salter



Progressive Era sold out

What happens when the hometown girl becomes the governor? Her hometown newspaper sells out of every printed copy in the county.

That's what happened in Camden earlier this month when Lt. Governor Kay Ivey became the 54th (and only the second female) governor of Alabama. Ivey is a Camden native and a favorite in her hometown.

Gulf State Park Lodge on track for 2018 opening

By David Rainer, Alabama Department of Conservation and Natural Resources (3/16/17)

Now that spring break is in full swing on the Alabama Gulf Coast, loads of beachgoers are traveling between Gulf Shores and Orange Beach. And it's almost certain that most are wondering about all that construction adjacent to the Gulf State Park Pier.

The answer is the resurrection of the Gulf State Park Lodge. The original lodge and convention center was wrecked by Hurricane Ivan in 2004, and a new and extensively improved version has a projected completion date of May 2018 for the park's beachfront construction.

Cooper Shattuck has been involved in multiple capacities with the Gulf State Park Project (GSPP) since its inception. The project will not use any taxpayer money to restore and enhance the state's premier state park.

see **Gulf State Park Lodge** pg 5

Gulf State Park Lodge

from pg 4

"Together with other BP grant monies, this gives the \$141 million to complete the entire project, which will be done with no state dollars. That's significant. There will be no bonds, no debt, 100 percent of the funds will come from BP."

- Cooper Shattuck

Shattuck said \$141 million will be used to rebuild the lodge that was washed away by Ivan's storm surge, construct a new Learning Campus inside the park, build an interpretive center, enhance the experience for the park's 600,000 annual visitors with new trails and features and restore the park's sugar-sand dunes with new techniques and the planting of native vegetation.

The first \$85 million of the funding came from an early BP settlement from the Deepwater Horizon oil spill.

"As part of the BP settlement that was reached last year, BP wanted and agreed to pay an additional \$50 million," Shattuck said. "Together with other BP grant monies, this gives the \$141 million to complete the entire project, which will be done with no state dollars. That's significant. There will be no bonds, no debt, 100 percent of the funds will come from BP."

A judge overseeing litigation involving the project asked that additional alternatives be considered before deciding on using any of the money on the lodge and conference center. Shattuck said

those additional alternatives have been identified and analyzed, and the design team has taken advantage of that pause to make further improvements to the plans.

"As part of that process, we've had the time and ability to add more enhancements to the project that will allow for greater public access than what was originally anticipated," he said. "Part of that was going through the master-planning process, and part of it was recognizing elements that would be helpful to the public, and we found a way to include them in the money we received."

"So, we've taken a potential obstacle and used it as a stepping stone to something better. As a great example, we're adding something I think has been needed for a long time – two pedestrian overpasses over the beach road. When those are completed, you'll be able to walk or bike from the north side to the beach side. That's huge, and now is the time to do it. It will link the trail network, which will be enhanced, to the beach. So people staying at the campground or using the trail network can get to the beach without having to dodge traffic crossing the beach road."

Shattuck said one overpass would be constructed in the lodge area and the other would be at the pavilion and interpretive center east of the lodge.

"Those weren't originally contemplated," he said. "That's a development that's significant. Another thing, as a part of the master planning process, we've relocated the research and education facility, which we renamed the Learning

Campus."

Instead of shoehorning the Learning Campus on the small parcel of land next to the campground, pool and existing learning center, the Learning Campus will be moved to a tract close to the park's administration buildings.

"The design team started looking for other places in the park where we could locate the Learning Campus without an impact on cultural resources or habitat," Shattuck said. "Even though the park is 6,150 acres, when you start looking to put in a program that size, it's hard to find."

"But we found one near the existing park headquarters. That area up there is already disturbed. There are cabins and parking lots up there. Instead of putting one big building, we're going to spread it out so it sits lightly on the land."

The Learning Campus will include several different buildings – a dorm space for students to stay overnight, a building with classrooms and lecture spaces, a building with a restaurant that won't be limited to students and renovated parking lots that will use permeable material to cut down on water runoff.

"In thinking outside the box, we created a campus that will be more of a benefit to the people and have less of an impact on the environment of the park," Shattuck said.

Another aspect of the master planning process, which included significant public input, is a transportation system inside the park that will be in addition to the enhancements of the trail system.

see Lodge pg 6



Work is underway on the Gulf State Park Lodge.

APA Journalism Foundation board meets at Miles College

The Alabama Press Association Journalism Foundation board met recently on the campus of Miles College in Fairfield.

Dr. Bala Baptiste was the host faculty member for the APA group. Baptiste is an associate professor and chair of the Division of Communications. Members visited his class, Print News Reporting, during their campus visit. During the class, students had an opportunity to ask questions and seek advice from board members and vice versa.

It is the practice of the APA Journalism Foundation board to hold its spring meeting on college campuses throughout the state.



APA Journalism Foundation board members visit Miles College

Lodge

from pg 5

"We wanted people to be able to walk and bike through the park more efficiently," Shattuck said. "But people can't always do that whether it's physical imitations or just time. We want them to enjoy the park."

"So one of the elements we're adding is a tram service. The plan is for it to be operated and maintained by the lodge operator, but it would serve the whole park. It would be an integrated service that would serve the whole park, so we don't have people driving all over the whole park."

Another enhancement that will be added is park-wide Wi-Fi service. "That was a big deal," Shattuck said. "That was mentioned by a large number of park users. Some people might say why do we want W-Fi in the park? We want people to enjoy the park. But it was a big deal. That's the way people enjoy the outdoors these days. They don't carry guidebooks any more. If they see a plant or bird or lizard that they don't know, they look it up on their smartphones. And, of course, they want to take pictures."

Shattuck said the reservations system will also be improved for the 350 hotel rooms with meeting space, which can handle 1,000 people. A ballroom in the beachfront complex will accommodate

1,500 people.

"Construction of the Lodge is coming in on time and on budget," Shattuck said. "The relocation of the Learning Campus may mean it won't be finished until the fall of 2018, but that's when we anticipate the biggest demand – when the kids get back to school."

Before Hurricane Ivan, revenues generated at Gulf State Park provided funds to help operate other facilities in the State Parks System.

"After the project is finished, the park is expected to generate a net from the first year in excess of \$5.5 million," Shattuck said. "That's good. Then it goes up every year as you capture initial costs. It goes from \$5.5 million to \$6 million until it peaks and plateaus between \$6.5 million and \$7 million."

"Being able to do this without incurring any debt, that just doesn't happen. It's just unheard of. Frankly, BP had a willingness to do it with their vision of seeing how it helps restore those lost recreational uses and the economy on the Gulf Coast. They benefit from it, but we do, too. I think it showed a lot of vision."

Shattuck said the GSPP team has discovered how cherished the park facilities were to the folks on the Alabama coast.

"It really was part of the culture," he said. "There were significant events in their lives that occurred at the park from weddings and wedding receptions. That's where the Rotary Club met. That's been gone for more than 10 years. This will restore that for the local community

yet provide access for visitors to stay on the beach in a place that they will be proud of.

"So many times people have these great visions, and you end up having budget and time restraints that keep you from reaching that vision. This is going to be one of those rare opportunities where what is ultimately going to be put in place is even better than what was planned originally, and that's rare. Public or private, that's rare."

"There were significant events in their lives that occurred at the park from weddings and wedding receptions. That's where the Rotary Club met. That's been gone for more than 10 years. This will restore that for the local community yet provide access for visitors to stay on the beach in a place that they will be proud of."

- Cooper Shattuck

Briefs

Chip Brownlee has been named editor of The Auburn Plainsman for 2017-18. Brownlee is a double major in journalism and political science from Reform, Ala. He served as Plainsman community editor this school year and has also worked as a reporter for the

Alabama Reporter.

Roger Lee has been promoted to senior regional sales manager of TownNews.com. He has been with TownNews for 15 years.

Lee is a familiar face at APA con-

ventions, and works with many APA newspapers on their websites and digital services. TownNews is an associate member of the Alabama Press Association.

Deaths

Sam Wells Harvey died on Tuesday, April 18, 2017 at Shepard's Cove Hospice of complications from recently discovered liver cancer. He was 86.

Sam was born on August 22, 1930 to parents Alice and Porter Harvey in Dodge City, Kansas, and experienced the "dust bowl" storms of the 1930s. His father was a newspaper reporter and his mother taught school. The Harveys moved to Birmingham when Sam was seven, where he skipped the second grade after displaying advanced reading and writing ability. The family lived for a time in Trussville, AL, in the Cahaba Project, an innovative New Deal era federal planned community. The family moved to Guntersville in 1941 when Porter started his own newspaper, the Guntersville Gleam.

As a young boy he loved building and flying model airplanes, sometimes traveling alone by bus to competitions in Birmingham and other Alabama cities.

Working for newspapers began at the age of 12, when he carried a paper route for the Gleam. He also helped out in the mail and press rooms, and by the age of 14 was running the hot type printing press.

He wrote for his high school newspaper and served as an occasional correspondent to the Gleam for school sports stories.

After graduation from Marshall County High School in 1947 he attended the University of Alabama, where he studied journalism and worked on the college newspaper, The Crimson White. He was named editor of the paper his senior year.

While at the University he caught the attention of the state and even national press for his editorial "The Southern College and the Colored Line." In it he predicted that before long black students would be admitted to the University: "We fail to see what would be so terrible about it." This proved a provocative declaration in the segregated South

of the 1950s, and the piece was picked up by the newspaper wire services. It ran in a number of Alabama daily papers and was cited by an article in The New York Times.

He joined the Air Force ROTC while in college and after graduation served 2 years of active duty during the Korean War, mostly as a psychological warfare officer. While stationed in Washington D.C. on a training assignment, he met Valerie Yench of Pennsylvania, who was working there for her congressman. He and Valerie were married in 1953, and after release from the Air Force he spent a year in graduate school at the University of Alabama.

He began his first daily newspaper job in 1954 as a reporter for the Columbus Dispatch in Ohio. He joined the staff of The Louisville Times in Kentucky in 1959, first as a reporter and then as assistant city editor. For several years while working at the Times he also moonlighted nights and weekends writing copy for a Louisville advertising agency.

In 1967 he moved back to Guntersville to join his father's newspaper, The Advertiser Gleam. He was named editor of the paper, but like Porter, who remained as publisher, his chief duties were reporting and writing up the local news stories. As editor of the Gleam, he supervised an estimated 4,700 issues of the twice-weekly paper and had a hand in more than 150,000 published articles. During his 41-year tenure as Editor, the Gleam became the largest circulation non-daily paper in Alabama.

Sam worked with Porter at the Gleam for 28 years and with his brother-in-law and business partner Don Woodward for 30. During that time Porter and Sam managed the news and Don oversaw the advertising and business aspects. Sam's son John Harvey joined the paper as Business Manager in 1998 following Don's retirement.

Sam wrote and published, "High Adventure: Porter Harvey and The Adver-

tiser-Gleam" in 1997. Later he compiled and published a book of letters between his parents, "Love, Alice – Love, Porter."

Sam served as the president of the Alabama Press Association, which presented him with their 2008 Lifetime Achievement Award. He was nominated by David Moore, then editor of the Arab Tribune, who wrote, "If there is a newspaper in the state of Alabama that is an institution in and of itself, it is the Advertiser-Gleam. And if there is a newspaper professional in the state of Alabama who is an institution in and of himself, it would have to be Sam Harvey."

The Auburn University Journalism Advisory Council named Sam their 2008 Distinguished Alabama Community Journalist, citing his work as "widely recognized as a stellar example of community journalism, as well as being used for lessons in college classrooms."

In 2005, the Lake Guntersville Chamber of Commerce honored Sam as its Citizen of the Year.



Sam Wells Harvey (1930-2017)

Sam Harvey

from pg 7

Sam was a member of St. William Catholic Church in Guntersville, where he served as a lector for Sunday services. He was an active member of the Guntersville Kiwanis Club, and played in a monthly poker club. He was a board

member and supporter of the Friends of the Guntersville Library, and a long-time patron of the Whole Backstage, with cameo appearances in several stage productions. With wife Valerie he was a bridge club regular for many years.

He is survived by 4 children, Kenneth (Jane Armstrong) of San Antonio, Texas, John (Sheila) of Guntersville, Anne Hails (Andy) of Montgomery and Mary Porter Grizzle of Mobile; and 8 grandchildren, Alice Jones (Blake) of Birmingham, Evan Harvey (Libby) of Memphis, Tennessee, Jane Harvey of Tuscaloosa, Thomas Harvey of Tusca-

loosa, John Hails of St. Louis, Missouri, Rebecca Hails of Montgomery; Sam Grizzle of Mobile and Sarah Grizzle of Mobile; a sister Mary Woodward of Guntersville and a brother Joe Harvey (Jo) of McMinnville, Tennessee.

He was preceded in death by his wife of 57 years Valerie Yencha Harvey.

The family suggests memorial donations to United Way of Marshall County, 709 Blount Avenue, Guntersville, AL, 35976, or St. William Catholic Church, 929 Gunter Avenue, Guntersville, AL, 35976.

Industry

Stamp out fake news: join Support Real News

Three media associations are launching a national campaign to combat the proliferation of fake news.

Support Real News will publicize the real harm fake news inflicts on the public--and will emphasize the importance of real news produced by trusted news organizations.

The News Media Alliance, joined by the Inland Press Association, the Local Media Consortium and the International Consortium of Investigative Journalists, created the campaign to help protect both the public and its member media organizations from the danger of fake news.

The campaign calls on the public to support real news by taking action, including subscribing to a local newspaper and supporting investigative journalism by donating to the International Consortium of Investigative Journalists. Here's how your media organization can help:

- Run the Support Real News ads, available in print and digital formats.
- Re-post or publish Support Real News blog posts.
- Post the 90-second online video about Support Real News on your website.

You'll find the resources you need for your Support Real News campaign here on the Alliance website: https://www.newsmediaalliance.org/research_tools/supportrealnews/

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EDITORS AND
PHOTOGRAPHERS
CREATE REAL NEWS.
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CAN TRUST.**

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**NEWS MEDIA
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INLAND

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[newsmediaalliance.org](https://www.newsmediaalliance.org)

Support Real News

David Chavern, News Media Alliance

2016 was the year of “fake news.” It dominated the election cycle, it took over Facebook feeds and even caused crime.

But as inundated as we were with fake news, it is not a new thing.

For more than 150 years, newspapers have been in the “anti-fake news” business. There have always been lies and ridiculous conspiracy theories, but they used to be delivered to you across the dinner table and not in your news source. Let me be clear, fake news is not news you don’t agree with or dislike, it is falsehoods, cultivated with the intention to deceive. These stories are written to undermine the truth and power of the press.

Today, consumers must be much more aware of who is creating their news, and whether there are real reporters and editors standing behind the stories. Over half of Americans get news on social media. There is no current method of elevating real sto-

ries from trusted publishers, in fact, recent studies suggest that consumers care more about who shares the story than the original source.

Making stuff up is easy. What is hard is checking facts and digging up stories that powerful people want to keep hidden.

We are celebrating real news as the cure to fake news. On March 29th, the News Media Alliance and our partners will make a commitment to celebrating news that is real, reputable and trusted. This is a day to celebrate that hard work, and to ask the public to stand-up for the principle that facts matter.

During the past year at the Alliance, I have celebrated our industry for their hard work and dedication to the truth. I now ask you to join me and support real news. It was because of hard working journalists that so many issues came to light this election season. We saw a glimpse of Trump’s tax returns, we heard the tape of

Trump talking to Billy Bush, we read Clinton’s emails. We knew when the candidates got their information right, and when they didn’t. And today, the media continues to fight for the right to report on actions being taken by President Trump and his administration, despite efforts to keep them out. This information gets to us because of the media. Not in spite of it.

It has become vogue to distrust and disparage the media. But as fake news corrodes trust, we must support the real media. Alliance members and other real journalists do an amazing job under difficult circumstances.

Fake news is not going to stop. We must become an educated and discerning populous. We must subscribe to real journalism, where the stories are colorful but the news is black and white.

Tell me how you are celebrating with the hashtag #supportrealnews.

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

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

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

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

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

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

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

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

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

This year marks my 26th with APA. I've spent more time with folks in this office over the years than with my own family. And like growing up with my kids – because I'm convinced that's what we parents do – I've grown up (some would argue) with many of you. The good times have far outweighed the bad. And seldom has my professional life been anything but boring.

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

was an upstart TV satellite company called Primestar.

Primestar was a great account. They had operations in seven



Ad Vice

by
Brad English

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

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

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

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

home. And the other 80% were not too keen on allowing a strange man into an empty house.

So McConnell comes up with a revolutionary idea. Perfume. He armed his sales force with perfume samples, thinking no woman would pass up an opportunity to try out a new perfume for free. And few did. Only problem was they still didn't let the salesman inside to give his pitch. Facing financial ruin, McConnell completely shifts his business model. The perfume was a big hit. The books, not so much.

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

Just like McConnell, we have to be open to change. And I've seen that willingness to adapt from our members more so in the last five years than the previous twenty combined.

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

No one ever could have predicted this media landscape 26 years ago, and all bets are off on what the future holds. But one thing for sure. It won't be boring and it won't be the same.

But that's okay. Because neither will we..

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

Qualify your advertising prospects

You may have heard the old story about the door-to-door salesman who was selling vacuum cleaners way out in the country. When a lady came to the door, he dramatically emptied a bag of dirt onto the floor and boasted, "Ma'am, if this vacuum cleaner doesn't get rid of every speck of this dirt, I'll eat it." She said, "Come on in. We don't have electricity."

Although there's almost no chance that this actually happened, it illustrates the importance of qualifying prospects. Ross, who manages the sales team at his paper, told me they place a lot of emphasis on qualifying the businesses they approach about advertising. "There's no use to try to sell something to someone who is not in a position to buy," he said. "So we do everything we can to look at our marketing products from the other person's perspective."

Ross sticks to the philosophy that there are two times to qualify a prospect: (1) Before the conversation and (2) During the conversation. That's much better than getting bad news after making a presentation. Here's a closer look:

1. Before the conversation. "When it comes to financial qualifying, a lot of information is avail-

able," he said. "If the company has advertised with us before, we can easily search the files for previous budgets and invoices. And if we've done proposals for them in the past, we can get plenty of insights there."



Ad-libs

By John Foust

"We've made efforts to learn the ad rates of our competitors. Of course, it's difficult to learn about special deals and discounts, but at least we have a general idea of their starting points. If our target prospect is advertising in other media outlets, we can put together a pretty good profile of their expenses."

Beyond the budget, Ross encourages his team to learn enough about their prospects to figure out what kind of marketing they need. Is this a business that traditionally advertises in print? Do their competitors have a strong online presence? Can their customers be categorized as general interest or business-to-business? Is their marketing based on brand identity

or special offers? Do their competitors advertise in Ross' paper? If so, does the sales person have access to ad response rates?

2. During the conversation. "Through the years, I've heard stories about sales people who leave appointments feeling optimistic, but find out later that there was no way the person could buy an ad program," Ross explained. "At my paper, we don't want that to happen to our sales team."

"No matter how much we learn in advance, there's a lot more to discover," he continued. "So when we have face-to-face meetings, we confirm what we've learned ahead of time and ask questions to fill in the blanks. We simply tell them that the more we know, the more we can help."

Ross makes a lot of sense, doesn't he? Without the right kind of information to qualify prospects, you might face a big, ugly pile of dirt without electricity.

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



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Help Wanted

Reporter

The Meridian Star, a six-day a week daily newspaper in Meridian, Miss., publishing news digitally 24-7, is seeking a full-time reporter who can react quickly to developing stories and shift gears for deep dives into news of consequence.

The reporter will possess solid story-telling skills, using text, photos, video and imagination to inform our readers through our digital, print and social media products.

The reporter will be passionate about journalism, have a bachelor's degree and have solid training in news writing and reporting or quality newsroom experience.

The Meridian Star offers a positive work atmosphere in an East Central Mississippi region known for its arts and recreation opportunities. The position offers a full range of benefits.

If you meet the requirements, please send a cover letter, resume, references and work samples to Editor Dave Bohrer, dbohler@themeridian-star.com.

Sales Representative

The Messenger newspaper in Gadsden is seeking a full-time sales representative. The position includes a base salary plus commission. To schedule an interview, call 256-547-1049.

Managerial Position

The Advertiser Glean, a 7,500 twice weekly newspaper and 8,000 weekly TMC seeks an experienced leader in the beautiful lake city of Gunterville, 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 Glean 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.

Editor / Reporter

A three-weekly newspaper group in southwest Alabama is looking for an editor/reporter. The individual should have journalism training and/or experience and be versed in layout and photography skills and be able to work well

with the community.

The individual would be based at one of the newspapers but would be part of a team that provides coverage for all three publications. This is a rural area (if you are a hunter or fisherman, you'll love it!), 1 hour from Mobile, 2.5 hours from beach.

Send resume to Jim Cox, The Clarke County Democrat, P.O. Box 39, Grove Hill, AL 36451, email jimcox@tds.net.

Sports Editor

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@alexcityoutlook.com.

Advertising salesperson

The Clayton Record, a county seat weekly in southeastern Alabama, has an immediate opening for an advertising salesperson. Must be energetic, personable, customer-oriented, computer savvy, and have a strong visual sense. Position also has non-advertising duties. Base pay plus commission. Call or e-mail Blake Gumprecht, editor and publisher, (334) 775-3254, editor@claytonrecord.com



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Al Cross, Institute for Rural Journalism and Community Issues

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Editor talking to reporters

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