

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

JULY-AUGUST ALAPRESSA

Important Dates

Online Media Campus

*PubAux Live! Creating powerful
special sections that feature veterans*

Thursday, August 10

Presenters: Andrew Johnson, Dodge
County Pioneer and Larry Atkinson,
Monroe County Herald
www.regonline.com/nnaveteransections

Five ways to use Facebook Live
Thursday, August 17

Presenters: Tim Schmitt, GateHouse
Media and Jason Kolnos, Cape Cod Times
www.onlinemediacampus.com

Automatic InDesign
Friday, August 25

Presenter:
Russell Viers, Adobe Certified
Instructor
www.onlinemediacampus.com

APA Summer Convention
back in Alabama

Changes coming for APA's
public notice website

Patterson named publisher
in Albertville

Troy University student
journalists win national and
regional awards

Two newspapers celebrate
milestone birthdays



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APA delegates enjoy the opening reception on the beachside deck

APA Summer Convention back in Alabama

For the first time since 2009, the APA Summer Convention was held at the Perdido Beach Resort in Orange Beach, and delegates seemed glad to be back in Alabama.

All of the programs received high marks, but the interactive pre-luncheon program on the history of the First Amendment was tops. Presented by Ken Paulson, president of the First Amendment Center, this program brought the First Amendment to life. One delegate said, "He did an excellent job reminding us of what is important about what we do, and why."

Paulson began his program by asking how many in the room could name all of the freedoms afforded by the First Amendment. The majority of the group got four out of five, and Paulson said only 2 percent of Americans can name all five. See if you can do it.

Bill Ostendorf presented two programs. The first focused on niche publications. He said the future of media involves creating audiences with common interests, then monetizing those audiences. He told delegates that anything can be local if it impacts your readers.

His second program was about classified advertising and how just repackaging a classified category can add to the appeal and effectiveness of the ads. He said the power of newspaper classifieds is still there, we just have to be creative and think outside of the in-line classified box.

Dan Meissner, who teaches visual journalism and reporting at the University of Alabama,

see **Summer Convention** pg 4



Ken Paulson's First Amendment program received top marks

Changes coming for APA's public notice website

AlabamaLegals.com is getting a facelift. The Alabama Press Association has contracted with the Illinois Press Association to provide an updated platform for uploading, searching and maintaining Alabama's public notices online.

"We are excited to offer a new format for public notices that will be easier for our newspapers to upload and easier for users to locate and search," APA Executive Director Felicia Mason said. "APA is making a substantial in-

vestment in this new system. It is part of our ongoing effort to protect access to all public notices."

The new site, alabamapublicnotices.com, is in the development stages. The current site contains 1.7 million notices that will be transferred to the new location. Once the site is ready to go, APA will conduct six training webinars to train newspapers how to upload their notices.

"Uploading public notices printed in our newspapers is required by law,"

Mason said. "We must ensure that the notices are uploaded properly, and we want a site that is current and user-friendly for our newspapers and for the public to access."

Mason says the timeline to go live has not been finalized, but it will be this fall.

Illinois Press Association currently hosts 14 state press association public notice sites.

Patterson named publisher in Albertville



Kim Patterson

Southern Newspaper Inc. President Dolph Tillotson recently named Kim Patterson publisher of The Sand Mountain Reporter in Albertville.

Patterson is a native of Marshall County and has been with the paper for eight years. She replaces Jonathan Stinson who recently moved to the Huntsville area.

In announcing the promotion, Tillotson said, "Kim has distinguished herself as someone who understands the newspaper and who understands the community it serves."

Patterson said she is thankful for the opportunity to serve as publisher. "I feel blessed to be able to serve this community and my fellow coworkers at the Reporter," she said.

Southern Newspapers is based in Houston, Texas, and operates two other newspapers in Alabama, The Fort Payne Times-Journal and The Daily Sentinel in Scottsboro.

Troy University student journalists win national and regional awards

Student journalists at Troy University's Hall School of Journalism won a national award and three regional awards from the Society of Professional Journalists in its Mark of Excellence competition this year. Students and the student newspaper were regional finalists for five awards.

Savanah Weed from Midland City was both the national and the Region 3 winner in feature writing for her story, "Flynn family goes back 100 years on some land," written for The Luverne Journal as a project for her Troy news reporting class.

Weed graduated in May as a broadcast journalism major and now is a staff writer at The Monroe Journal in Monroeville.

The Tropolitan, Troy's student newspaper, was named best all-around non-daily student newspaper

in Region 3.

Troy's other Region 3 winners, all for work published in 2016, were:

—Holly Ammons, photography editor of the Tropolitan, won for general news photography, featuring a photo of a young boy giving a fist bump to a Troy athlete during Fan Day.

—Michael Shipma, Tropolitan sports editor, won for sports writing, for a story about the expansion of the university's football stadium, which is now underway.

SPJ presents the Mark of Excellence Awards annually to recognize the best in student journalism. Regional winners advance to the national competition. There are 12 regions; Region 3 comprised of Alabama, Florida, Georgia, South Carolina, Puerto Rico and the U.S. Virgin Islands.

Two newspapers celebrate milestone birthdays

The Gadsden Times and The Outlook in Alexander City are celebrating 150 and 125 birthdays respectively.

The Gadsden Times was first published on July 3, 1867, and is the oldest business in Etowah County. The paper was founded by Leondis Grant and T. J. Cox.

In 1869, the paper was sold to William Meeks for \$800. Meeks served as APA president in 1886. The Meeks family published the paper for 60 years.

In 1946, The Gadsden Times was sold to General Newspapers Inc., and Curtis DeLamar became publisher.

In 1954, The Gadsden Times Publishing Corp. was formed by Frank Helderman Sr., and the company published The Times with the Public Welfare Foundation until 1984, when the Helderman family sold its interest to the foundation.

Upon the paper's purchase in 1985

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Summer Convention 2017

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used footage from earlier events at the convention to show delegates time-saving techniques of shooting and editing video. A delegate leaving his program said, "Dan did a great job with the video info. I could have used another hour of his advice."

The convention came to a close with the presentation of the awards from the 2017 Better Newspaper Contest. First place winners from 28 categories were presented with awards.

The Winners tab, a publication of all of the winners in the contest, is included in this mailing and is available online at: https://www.alabamapress.org/apa-better-newspaper-contest-award-winners-announced/?et_fb=1

Milestone Birthdays

from pg 3

by the New York Times Co., Frank Helderman Jr. was named publisher, replacing his father, who had retired because of failing health. Helderman Sr. held the title of publisher emeritus until his death in 1992.

In early 2012, the New York Times Co. sold The Gadsden Times and 15 other properties known as its Regional Media Group. Most were sold to Halifax Media Group, which in turn sold them in early 2015 to GateHouse Media.

The Outlook in Alexander City was first published in 1884, as The Beacon. Other names throughout the years were The Vidette, The Advance and The Dispatch. It became The Outlook in 1892.

J.C. Henderson, who was president of APA in 1949, published the newspaper for almost 30 years. In

1971, Henderson sold the paper to Jim Boone and the Boone Newspaper organization.

In 1966, The Outlook and Publisher J. C. Henderson hosted the APA Summer Convention at Lake Kowliga. The keynote speaker was Gov. George Wallace. Delegates stayed in private cottages located around the lake.

Kenneth Boone became publisher in 1989, and purchased Tallapoosa Publishers, Inc. from his father in 1991. The company also publishes The Dadeville Record.

Boone, and his wife Mary Lyman, have grown the company to include The Wetumpka Herald, The Tallassee Tribune and Eclectic Observer. They also publish Lake Magazine, Lake Martin Living, Elmore County Living and Gallery of Homes.



People

Jerry Geddings has retired from the Daily Mountain Eagle in Jasper after a 40-year career in the Eagle's advertising department.

Geddings' newspaper career started at the Sumter Daily Item in his hometown of Sumter, South Carolina, while he was still in high school. He moved to Jasper in 1970, and began his first stint at the Eagle at age 19. He worked at The Community News and the Boaz News Leader before returning to the Eagle as Advertising Director.

Senior Reporter **Lance Griffin** has been named editor of The Dothan Eagle.

Griffin came to Dothan in 1996 as a sports reporter, primarily covering University of Alabama athletics. In 2004, he moved to news, writing features and covering state and local government.

Marilyn Hawkins has joined the staff at Tallapoosa Publishers, Inc. She will be working as an advertising account manager in the Wetumpka market.

Hawkins brings with her a wealth of advertising and marketing knowledge and has been a resident of Wetumpka for 13 years.

Leslie Randolph Patterson recently joined the staff of The Moulton Advertiser as an account executive.

Patterson is a native of Hatten, and a 2007 graduate of the University of North Alabama, where she majored in environmental science with a concentration in interior design.

Thomas Scott has joined the newsroom at The Selma Times-Journal. He will be covering news and sports for the newspaper as well as Selma The Magazine.

Scott comes to Selma from Atlanta where he worked with State Farm. He has worked as a sports intern at The Atlanta Journal Constitution and as a reporter for The Clayton (Georgia) News Daily. He has a degree in English and a minor in journalism and sports from Morehouse College and a master's degree in magazine, newspaper and online journalism from Syracuse University's S.I. Newhouse School of Public Communication.

Adam Prestridge has been named general manager of The Advertiser-Glean in Guntersville. A native of Gardendale, Prestridge is returning home to Alabama after serving as publisher of The Columbian-Progress in Columbia, Mississippi.

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people news

from pg 4

Prestridge began his newspaper career at his hometown paper, The North Jefferson Progress in Gardendale, covering news and high school sports while still in high school. He continued to work at the paper while attending college. He worked as sports editor of The Greenville Advocate and publisher of The Atmore Advance before moving to Mississippi.

Baretta Taylor is the new advertising director at The Decatur Daily. He will oversee advertising operations for The Decatur Daily, and the weekly products published by Tennessee Valley Media, the parent

company of The Decatur Daily. He will also manage Tennessee Valley Media's digital advertising agency.

Taylor, a native of South Hill/Lake Gaston, Virginia, was most recently the multimedia advertising director of the Daily Herald in Roanoke Rapids, North Carolina.

Savanah Weed has joined The Monroe Journal as a staff writer. She is a graduate of Troy University with a degree in broadcast journalism.

Weed grew up in Midland City in Dale County. During her time at Troy, she wrote for the University's official blog and was a national winner of the Mark of Excellence from the Society of Professional Journalists.

Jeremy Wise is returning to The Enterprise Ledger. He has spent the last decade covering Troy University sports for both The Dothan Eagle and The Ledger. He will be covering Coffee

County sports and news, as well as continuing to cover sports at Troy University.

Wise is a native of New Brockton and a 2006 graduate of Troy University with a degree in broadcast journalism.

Also joining The Ledger staff is **Brent Zell**. Zell is a native of DeSmet, South Dakota, and is a graduate of South Dakota State University.

He began his journalism career as an assistant sports editor with the Brookings (S. D.) Register in 1997. He worked as a writer for several newspapers in South Dakota before moving to Savannah, Georgia in 2011, where he worked for the Coastal Courier in Hinesville and later was the assistant editor at the Bryan County News in Richmond Hill.

Zell will cover news in Enterprise and Coffee County.

Industry News

NNA survey: Newspapers still top choice for local news

People prefer newspapers for their local news over TV and the internet, according to a survey conducted for the National Newspaper Association.

The majority of those who responded, 33 percent, said they preferred newspapers for news about their local community. Thirty percent said they preferred TV (cable/local stations). For community news, local newspapers beat the internet by 3-1, which only received 11 percent of the audience share. Social media came in at just 5 percent, as did radio.

When asked if there were any other sources where respondents got their local news, the majority, 19 percent, said no. Of the others who had picked another main source for local news, the community newspaper came in next at 18 percent.

Fifty-six percent of the respondents said they read a print newspaper that covers their community specifically. Four percent read their local paper online only, and 7 percent read it online and in print, bringing the total to 68 percent who read a local paper. The majority of respondents, 30 per-

cent, have been reading their local newspaper for more than 30 years. The survey highlights the loyalty readers have for their local newspapers. Responses also included:

- Less than 5 years—14%
- More than 5 but less than 10—16%
- More than 10 years but less than 20—22%
- More than 20 years but less than 30—18%

The reason people stick with their local paper is because they want to know about what is going on in their community. Eighty-four percent said they read their local paper for local news, information and obituaries. Only 2 percent read them for state and federal news.

Nearly half, 46 percent, share their newspaper with at least one other person. But the sharing doesn't stop there. Twelve percent share it with at least two people, 10 percent share it with three people, 6 percent share it with at least four people and 8 percent share it with five or more people. That adds up to 82 percent of local community newspaper readers

who share their paper.

The respondents indicated that they are interested in their local communities. More than half, 61 percent, read their local paper for school news somewhat often to very often. Forty-six percent read it for local sports somewhat often to very often. And 60 percent read their local paper for the editorials or letters to the editor somewhat often to very often.

More than half of the respondents, 51 percent, said they read the public notices in their local newspaper somewhat often to very often. Totaling all the respondents showed that 81 percent of the respondents read public notices at least some of the time. Contrast this with the number of people who visit their local government website: Forty-six percent said they never visit their local government site. And just 25 percent said they visit their local government website somewhat often to very often.

The local newspaper is an important part of people's lives, according to the survey. Seventy-five percent of

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survey results

from pg 5

the community newspaper respondents said they look forward to reading their paper. Seventy-nine percent said they rely on it for local news and information. Sixty-seven said it entertains them, and 89 percent said it informs them. The local paper is also important for those who shop locally. Seventy-nine percent said they find their community paper valuable for local shopping and advertising information.

And although political candidates throw the majority of their ad budgets at TV before elections, it's the local newspaper where people go to learn about those running for office. Forty percent of the respondents said they use the paper to help make up their minds about candidates and elections.

This is probably because the majority of respondents who read their community newspaper said they trust their community newspaper more than any other news source somewhat well to extremely well, 54 percent. Those same respondents said that their paper really understands the things that are for special interest and importance to the people in their area, 76 percent. And 46 percent said their community paper does a better job than other news sources of helping them understand the news somewhat well to extremely well.

For those who read community newspapers, 71 percent said their paper is extremely useful to them personally, from somewhat well to extremely well.

At least 48 percent said they read their community paper somewhat to very often. Only 12 percent said they pay to read the paper's content from its website. Most said they would not be willing to pay for access to news if the paper said it was necessary to charge for internet access to support its newsgathering efforts, 64 percent.

The survey was conducted by Susquehanna Polling and Research based in Harrisburg, PA. From March 6 to April 5, the company contacted 1,000 households across the country.

From Publishers' Auxiliary, June 12, 2017. Written by Managing Editor Stan Schwartz

The reason people stick with their local paper is because they want to know about what is going on in their community. Eighty-four percent said they read their local paper for local news, information and obituaries.

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Worthington Libraries combat 'fake news'

By Jason Sanford, Manager of Communications and Content, Ohio News Media Association

Editor's note: See below what a community in Ohio is doing to combat fake news. They are partnering with their local library to help residents discern reliable news sources.

While journalists have long battled the spread of "fake news," another group dedicated to facts and reliable information - librarians - is also taking aim at this growing disinformation trend.

Worthington (Ohio) Libraries recently hosted two events aimed at helping the public identify reliable news sources. The library system also created a useful infographic to help people evaluate sources of information and learn which sources might not be trustworthy.

Coleman Mahler, an adult services librarian with Worthington Libraries, said they started working on this program after patrons raised concerns around the prevalence of fake news.

"We've had a lot of questions about fake news," Mahler said. "Many patrons are concerned about it, in part because the amount of information out there can be very overwhelming for people."



ate those sources isn't a partisan issue because everyone benefits from accurate information.

In addition to the infographic, which was created by lead librarian Shanley Pease and graphic designer Stacy Clark, Worthington Libraries also recently hosted two sessions for the public on fake news. The first was titled "Who Can You Trust?" and covered how information is disseminated and how people can analyze the reliability of news sources. The second session was a panel discussion on fake news with local media experts including Darrel Rowland, public-affairs editor at The Columbus Dispatch, and Gerald Kosicki, a communications professor at The Ohio State University.

"So far the reaction to our program been overwhelmingly positive," Mahler said. "Discussing fake news also fits perfectly with our mission statement, which is to connect people to a world of ideas."

Download the infographic here: https://ohionews.org/aws/ONA/asset_manager/get_file/160995?ver=50



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Survey: Building circulation takes a lot of effort

By Stan Schwartz, Managing Editor, *Publisher's Auxiliary*, May 2017

Community papers are beginning to see some circulation shrinkage, prompting renewed efforts to attract new readers.

In a recent informal survey, the majority of National Newspaper Association members who responded to the question: Is the circulation of your newspaper increasing, shrinking or staying about the same, most said their circulation is shrinking, 48.53 percent. Nearly 43 percent said their circulation was staying about the same, and 10.29 percent said their circulation was increasing.

One respondent said, "The decrease is small and incremental, yet we are overall healthy." Another noted: "Print subscriptions are shrinking, but digital registered users are increasing."

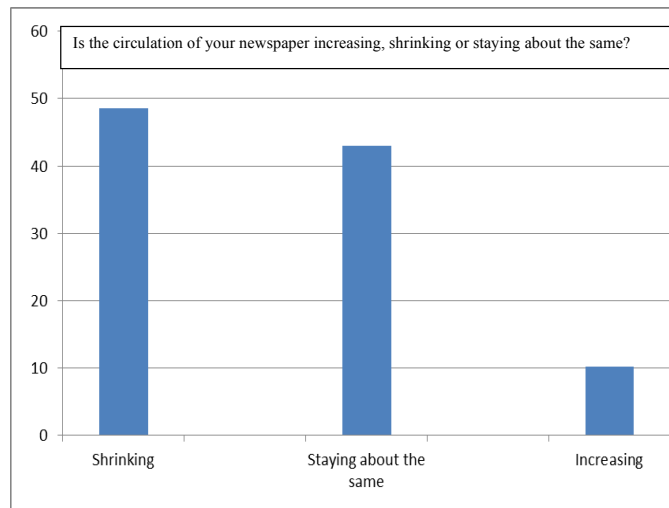
One respondent added that some people prefer the convenience of the digital product.

Nearly all the respondents, 94 percent, said they offer online access to their products. Most, 66.6 percent, of those include digital with the subscription price. And 76.9 percent said readers can subscribe to just the digital version if they like.

More than half, 64.6 percent, said they have a paywall for their websites. One respondent said, "If we did not have a paywall, then they (the readers) would have no reason to subscribe ... they would get everything for free."

Most of those who don't use a paywall, said they are thinking about implementing one in the near future. Another publisher said his pre-paid subscribers (mail and e-edition) have increased modestly the past three years. Most of his circulation comes from single-copy sales, but that number tends to fluctuate.

Several respondents said the most common reason circulation has



dropped is because older readers are dying and fewer younger readers are taking their place.

For most of those who answered the survey, 63.24 percent, said population in their circulation areas is staying about the same. Twenty-five percent show a population increase, and 11.76 percent show a population decline.

Of those who answered the survey, 49.21 percent, said it was the aging population that has caused their circulation decline. But the biggest factor noted was declining civic engagement, 52.38 percent. Competition was third at 33.3 percent, followed by competition from a newspaper's own internet or digital products, 22.2 percent.

One respondent pointed the finger at poor delivery service from the U.S. Postal Service for the decline in his circulation.

He said, "[The] biggest factor has been the post office. We no longer can get papers delivered overnight 16 miles [away], and our press run has been advanced about 20 hours, so even where it is delivered overnight, the news is no longer timely."

Some said their print product circulations are staying steady or shrinking although their online or digital readership is increasing.

"Even though our print circulation is flat, our online readership contin-

ues to grow at double-digit rates, year over year. The combination of people getting their news online, perception that newspapers are dead and general lack of time seem to be the consistent reasons why people stop subscribing," wrote one respondent.

But many of these publications are actively working to increase circulation. Aggressive marketing, 19.23 percent, was the top way to do this. Improved news coverage, 15.38 percent, and better distribution mechanisms, 11.54 percent, were next in line.

For some, finding new readers can be accomplished through single-copy sales. It takes placing news vending machines in the right place, making deals with retailers and finding the right cost point for a single copy.

Most of the respondents charge either \$1 or 75 cents for a single copy. They were tied at 30.8 percent each. Only 16.18 percent of the responders charge 50 cents. But some charge more, depending on their markets: Nearly 6 percent charge \$1.25, almost 3 percent charge \$1.50, and 1.4 percent charge \$2.

Others have opted for free distribution and have increased circulation by the size of their market's growth.

For those thinking about increasing their single-copy price, the news is good. Most of those who answered this question said there was little to no change to the number of papers sold the last time they raised the paper's price. Of those who did see a slight decrease, they said the numbers came back up shortly after the decline.

see **NNA circulation response** pg 11



Montgomery Advertiser Executive Editor Bro Krift and Dee Ann Campbell



Jane and Tommy McGraw



Sand Mountain Reporter Publisher Kim Patterson (I)



Tricia Dunne, publisher of The Times-Journal in Fort Payne

Summer Convention 2017 Perdido Beach Resort Orange Beach, AL



April Gregory (I) of The Greenville Advocate



Eddie Dodd and granddaughter Leah Trammell



Cullman Times Publisher Terry Connor looks over some of the contest winners.



K.A. Turner accepts an award on behalf of Alabama Media Group.



Kenneth Boone accepts an award for The Outlook.



Delegates enjoy the Saturday night banquet.



Daily Home (Talladega) Publisher Anthony Cook



Bill Ostendorf presented two programs. The first focused on niche publications, the other on repackaging your classified section.



Darrell Sandlin, publisher of the TimesDaily in Florence



Ty West with the Birmingham Business Journal



Dan Meissner led a session on shooting and editing video.



Rex Maynor of The Opelika-Auburn News

NNA circulation response

from pg 8

One respondent said, "We saw a decrease for a few weeks, and then the single-copy numbers returned to about the same." Another said readers asked why the price didn't go up more.

Increasing circulation

The majority of those who answered the survey said they are seeking new subscribers by sampling their circulation areas, 54.41 percent. Others use direct mail, 33.82 percent, or have negotiated for the best possible placement of newspaper racks in retail stores, 29.41 percent.

For those who do sample non-subscribers, most said they do it twice a year. Some do it more, others do it less. For some, it's done by various markets/neighborhoods on a rotating basis. One respondent, who uses carriers, has them take extra papers to drop off at homes of non-subscribers. Some use their total-market-coverage

products to seek new readers.

Most of the respondents offer some sort of discount—either a one-time price cut for a set period or just a lower price on the regular subscription rate. This can be anywhere from 25 percent to 50 percent off the regular price, or say \$5 off the current rate.

The respondents said a good way to find new subscribers is to set up a booth at local events, such as county fairs or craft shows. Thirty-percent of the respondents do this.

With many potential subscribers exploring their communities online, publications have taken to putting subscription offers on their websites, 42.65 percent.

Some have increased circulation through their Newspaper In Education programs and bulk sales to local hotels.

One included subscriptions with its Thanksgiving Turkey and Easter Ham promotions. Another used a Valentine's promotion and got almost 300 new or renewed subscribers.

Some other ways to build circulation:

- Electronic signs in town, 2.94%
- Increasing the number of news racks, 11.76%
- Telemarketing, in-house, 17.65%
- Partnering with local groups, 7.35%
- Incentives for carriers to sell, 5.88%

- Novelties and premium products offered, 8.82%

For incentives, some use gift cards to local restaurants or coupons for local retailers. One offers mugs and cooler bags for new subscribers.

Nearly all the respondents, 87.88 percent, use social media to attract new readership.

When asked how they did their promotions, most said they did it through Facebook or some of the other social media sites. They explained:

- We put teasers on Facebook and sometimes Twitter to let people know what is in our newspaper that week and include the phrase, "Pick up your paper today," in a lot of the posts. We also put some breaking news coverage on social media and tell people to check out the next edition of the paper for more information.
- Linking stories from our website to Facebook, Twitter, etc.
- Headlines and breaking news announcements, advising them to read story in this week's edition.

With so many ways to get free information, the challenges to increasing community newspaper circulation are strong. But NNA members are still out there looking for new subscribers and finding ways to hold onto the ones they already have.

Deaths

William Eugene "Gene" Hardin, Jr., 94, of Greenville died June 14, 2017.

He was born April 10, 1923, in Bessemer to William Eugene and Vivian Lee Johnson Hardin. He grew up in Andalusia where he graduated from Andalusia High School (AHS) in 1941. While at AHS, he was named Mr. Andy High, lettered in three sports and was captain of the football team. During his junior year, Hardin played every minute of every game and was offered a football scholarship to Troy University.

In 1941, the family moved to Macon, Ga., where he worked in the Cochran Field Hospital emergency room. Hardin enlisted in the Army Air Corps medical unit in 1942, where he saw stateside service in Bainbridge, Ga, Maine, Ark., Pa. For 40 days, he was on a troop transport from Virginia

to Bombay, India. His first assignment was as a medic in the jungles of Burma. He was then transferred to Division Headquarters in Calcutta where he was in charge of all records for enlisted personnel in Air Transport Command for the China-Burma-India Theatre of Operations. In 1945, Hardin was part of a medical team that flew two iron lung patients from India to California. In 1946, he was honorably discharged from service. He was a continuous member of American Legion Post 24 in Greenville for more than 50 years.

Hardin attended Mercer University. In 1946, he enrolled at The University of Alabama (UA) and joined Pi Kappa Alpha fraternity. He announced UA basketball and football on WSGN radio.

With two fraternity brothers, Hardin moved to Greenville in 1948 to open

Radio Station WGYV. Known to his many listeners as "The Boogie Man," he was also the sports announcer for the station. He covered Jack McKeon who was playing then for the Greenville Pirates minor league baseball team. McKeon, nicknamed "Trader Jack," later was the manager of the World Series Champion Team Florida Marlins.

In April 1949, Hardin married Marianne "Nonnie" Stanley, daughter of Glenn and Mary Louise Beeland Stanley. The couple lived in Mobile where he worked for Radio Station WABB. They returned to Greenville in 1951, when Hardin began his long, distinguished career with The Greenville Advocate.

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Gene Hardin

from pg 11

Upon the death of Glenn Stanley in 1967, Hardin became the third editor of The Greenville Advocate. Under his leadership, the paper moved from flat-bed to offset printing and eventually type-setting computerization. The paper consistently won awards in the Alabama Press Association (APA) Better Newspaper Contest. Following in the footsteps of his predecessors James B. Stanley, Glenn and Webb Stanley, Hardin was president of the APA in 1972-73. He received the APA Lifetime Achievement Award in 2003. Hardin served as editor and publisher of The Greenville Advocate until the paper was sold to Boone Newspapers in December 1994.

Always active in his community, Hardin served eight years on the Greenville City Council and as mayor pro tem for four of those years. He was manager and president of the Greenville Chamber of Commerce and was named Jaycee "Man of the Year." A 66-year member of the Greenville Lions Club, he was twice-elected district governor. He spearheaded the club's effort to establish the World War II Memorial on the grounds of City Hall. He was named a Melvin Jones fellow for dedicated humanitarian services by Lions Club International. Hardin was a charter member of the Greenville Industrial Development Board and was chairman until his death. He was a member and past president of the Butler County Manufacturers Association.

Hardin served in the Alabama House of Representatives for eight years during the gubernatorial terms of Lurleen B. Wallace, Albert Brewer and George C. Wallace. He sponsored a local bill while in the Legislature which had a significant impact on Greenville. The bill changed ownership of Sherling Lake from the state to the city of Greenville. This bill laid the foundation for the development of Cambrian Ridge Golf Course. In 1972, Hardin received the Legislative



Gene Hardin, right, receives a kiss on the cheek from his granddaughter, Elizabeth Utley Sheehan during her wedding day.

Conservation Award from the Alabama Wildlife Federation.

A strong supporter of education, Hardin was president of W. O. Parmer PTA, on the board at Fort Dale Academy, and a member of the Advisory Board of Lurleen B. Wallace College. At the request of then-president Ralph Adams, he worked with Jimmie Faulkner of Bay Minette to establish the Hall School of Journalism at Troy State University. He served on the school's advisory board for a number of years.

Hardin was a proud charter member of Woodland Heights Methodist Church, where he taught Sunday School for more than 50 years. He served his church as trustee and chairman of the board.

Mr. Hardin was preceded in death by his parents, brother Raymond Lowery Hardin, and wife Nonnie. He is survived by three daughters: Mollie Utley, Laurie Norman and Jean Hardin, all of Greenville; one son, William Eugene "Bill" Hardin, III and wife Elizabeth of Montgomery; seven grandchildren: Marianne Alverson Gilchrist (John), Birmingham; Leah Utley Coles (John), Nashville; Virginia Lee Alverson, Nashville; Elizabeth Utley Sheehan (Allen), Montgomery; Frank M. Alverson, Jr., Charleston; and, Caroline Elizabeth and William E. Hardin, IV, Montgomery; and four great-grandchildren: Katherine Louise and Anne Hardin Coles, Nashville; Ford Stanley Sheehan, Montgomery; and, Marianne Barganier Gilchrist, Birmingham.

Upcoming Webinars

PubAux Live! Creating powerful special sections that feature veterans
Thursday, August 10

Presenters

Andrew Johnson, Dodge County Pioneer and
Larry Atkinson, Monroe County Herald
www.regonline.com/nnaveteransections

Five ways to use Facebook Live
Thursday, August 17

Presenters

Tim Schmitt, GateHouse Media and Jason
Kolnos, Cape Cop Times
www.onlinemediacampus.com

Automatic InDesign
Friday, August 25

Presenter

Russell Viers, Adobe Certified Instructor
www.onlinemediacampus.com

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Into the Issues

by Al Cross

In a challenging environment with fewer resources, greater vulnerabilities and increasing attacks from politicians and the politically motivated, how should news organizations respond? One editor-publisher's approach — a calm, respectful but strong defense of journalism and its essential role in democracy — seems to work.

Brian Hunt, editor and publisher of the Walla Walla (Wash.) Union-Bulletin, circ. 16,000, gave a speech at the local library and boiled it down to a 2,400-word column in the May 7 edition, headlined "Community journalism in the era of fake news." You can read the entire column at bit.ly/2sQtB5k.

Hunt begins by explaining that fake news "is as old as communication itself. . . . What is newer historically are the advertiser-driven platforms and technologies that now enable information to accelerate and expand without regard to any formal vetting or verification."

With technology and consumer data held by Google, Facebook and other advertising-driven platforms, "Truth matters less today than reach," Hunt says. "The content that wraps around these ads doesn't need to be true, it just needs to be able to entice us to click. And we really click, motivated in part by our very human desire to improve ourselves and to belong to something. . . . They know what persuades us as individuals and they can easily help us sort ourselves into very small groups of like-minded groups. What could go wrong?"

A tribal and divisive politics, for one thing. "I don't want to paint social media as the enemy of truth," Hunt says. "It's not — though a business model focused exclusively on serving ads based on our likes does present challenges in terms of what is true and what is merely effective. . . . We all gravitate to information that feels like it fits our perspective. It's human nature. Fake news stories — like spam emails that preceded them — work because they can cheaply exploit known human behavior."

Hunt gives a short history of

journalism and explains, "As journalists, we are trained in critical thinking. In looking at all sides of an issue. In separating our personal feelings from the work of telling true and balanced stories that enable readers to make up their own mind. The rise of objective journalism had a dramatic impact on the news media — and in our world. The advent of the advertiser-funded internet particularly, and the scale at which broadcast news outlets proliferated and extended themselves, is a new wild west of information dissemination. So how do we navigate the vast amounts of information we encounter to ensure that what we read and what we share are true?"

Hunt recommends the "Stop, Search, Subscribe" motto of the News Media Alliance, formerly the Newspaper Association of America, but acknowledges, "What is true or false may not be as enticing as 'our desire to believe in something shared.'"

He gives examples: "The president of the United States declares the press the enemy of the people. In our valley, we drive by billboards that vilify our reporters and editors. Fake news accusations are now common for stories that don't suit a particular audience, true or not. We're increasingly intolerant about information we don't like, for sides of the argument that disagree with our side. For community newspapers such as the U-B, this loss of collective understanding and tolerance threatens the very sense of a shared and diverse community."

After Donald Trump was elected Hunt said, "I began hearing from readers who seemed confused about what was published as a news story and what was published as a personal opinion column or an editorial — definitions that newspapers have relied on for decades are suddenly not widely understood. This became a small wave of complaints that national political coverage in the U-B did not match reader expectations — they knew things we didn't include, and they often disbelieved what we did include."

Hunt gives examples of the

extreme without being judgmental: "I've been challenged on why we include people of color in our newspaper. I've heard from readers who question why, when two-thirds of our region voted for Trump, the U-B would ever publish anything remotely critical of his presidency. I learn things in these conversations. Most notably, the people I speak with are not unaccomplished, not unintelligent, not uncaring. We know these people. You know these people. Fake news and the isolated intolerance that can feed it gets to us all."

"We all gravitate to information that feels like it fits our perspective. It's human nature. Fake news stories — like spam emails that preceded them — work because they can cheaply exploit known human behavior."

- Brian Hunt

Such challenges to newspapers "threaten to eat away at the core of what makes us communities," Hunt says. "Strong communities support good community newspapers, and strong community newspapers support good communities. That's the best way I know to show how much we depend upon each other. How much benefit we can together achieve. For that, I hope you are all subscribers, that you encourage others to be subscribers. And that you continue to challenge us to be the best community newspaper we can be."

see fake news pg 14

Disadvantages have their advantages



Ad-libs
By John Foust

Jared told me about a technique his sales team uses. “I learned it in a seminar years ago, and I’ve seen it used in different industries. It’s based on presenting both sides of the story,” he said. “It’s natural for sales people to focus on positives, but prospects think about negatives. So we package presentations to show disadvantages along with advantages. It creates an atmosphere for open, realistic conversations.

“The first step is to learn the advertiser’s needs and develop an overall campaign theme. The next step is to create three distinct choices – for ad placements, ad designs, etc. The third step is to pinpoint specific advantages and disadvantages of each choice. And the final step is to objectively discuss the choices with the advertiser.”

I asked Jared why he recommends three choices. “Three is the right number,” he explained. “Two can make one of the ideas look like an afterthought, and four can make the sales person seem indecisive – like the cliché of throwing spaghetti at the wall to see if something sticks. Three ideas seem deliberate, and they’re easier to keep up with. After a close look, we can make a recommendation.”

Let’s examine how Jared’s idea works as a presentation starter. The sales person might say:

(Introduction) “Based on our recent planning meeting, you want to reach your target audience with as many impressions as possible. You’ve been running in our print edition for a long time, but your local competitors are beginning

to have a bigger online presence. You don’t want to abandon print, but you’d like to make sure you’re keeping your message in front of your customers. I believe we have three choices.”

(First choice) “The first choice is to increase your print schedule and drive people to your web site. The advantage of this idea is that you would keep the print connection that you have built with your regular customers. The disadvantage is that you would need to beef up your web site and sync it with the specials you run in print.”

(Second choice) “The next option is to cut back on your print schedule and shift the majority of your budget to our digital site. The advantage is that you would be more in step with your competition. The disadvantage is that you wouldn’t have as much visual impact on the printed pages.”

(Third choice) “The third option is to keep some print, run some digital and let us develop an email marketing campaign for you. The advantage is that this would put you in position to reach people on multiple fronts. The disadvantage is that it would take a little more time to set up, because we would need to merge your customer database with our lists.”

Although this is an oversimplified example, it provides a glimpse of something that has helped Jared’s ad team. The objective is to give advertisers an honest look at the situation. Mentioning disadvantages can give sales people a real advantage in sales presentations.

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

fake news

from pg 13

So, how did Hunt’s column go over?

In an email to The Rural Blog, he said reaction “has, for the most part, been positive/understanding, with a fair amount of surprise around the idea that the bitterness and intolerance of our national politics does indeed have real local impact.” He also said, “I have to believe many rural papers are in the same boat.”

There is evidence the column had a positive impact, Hunt said: “a dramatic slow-down in complaints/stops based on the perception that we’re too liberal. . . stories that are perceived to reflect on Trump as a person seem to generate the most outcry. The policy actions, health care debate, etc. have not.”

Hunt’s column indicates that he knows and respects his readers. He mentioned Trump, but he did it factually, and he avoided attacking any politician, faction or institution. He explained journalism’s role in democracy and community, and subscribers’ increasingly important role in the news business. Every newspaper’s audience is different, but Hunt provides a good example for other editors and publishers.

Al Cross edited and managed rural weekly newspapers before spending 26 years at The (Louisville) Courier-Journal and serving as president of the Society of Professional Journalists. Since 2004 he has been director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky. See www.RuralJournalism.org.

Sales training by candlelight

Reminders we all can use

It's not unusual for my neighborhood to lose power. It's also not unusual for the adjacent neighborhood to keep theirs. (I've decided I need to either invest in lots of candles or several, very long extension cords.) It was on such an occasion I discovered my then ten-year old daughter was a salesperson in the making. Somewhere, she got in her head that she needed an iPhone for her upcoming birthday. Through the course of our conversation – and I'm glad I have it recorded on my iPhone – I was reminded of some of the things I've learned over the years that are just as true and relevant today as they were when I first started with APA.

Never be afraid to ask for what you want.

And always remember, it's difficult to sell up once you've asked for a lesser schedule. When you present a schedule to a client, you are offering an expert opinion on what you believe will work best for them. You can always adjust down if you must. Remember, Rachel asked for an iPhone from the Apple Store, not a Trackfone from Walmart.

What's in it for them?

Many times we become experts at the features – ad size, frequency, circulation – without addressing how it will address the clients' needs. Does it reach the target audience? Will the message drive traffic or does it accomplish his branding goals? Make sure you show how you can deliver the client's audience and accomplish his goals. Rachel's take: "Just think Daddy. Now I won't be using your phone all the time!" And for good measure, "I'm responsible and kind." Which she is, well at least the kind part.

Don't skirt the objections.

Many times, this is a window to what is really important to the client. It's more of a question as

to how, or if, you can meet their needs and expectations. Many times, as was the case with the iPhone, cost becomes a factor. In most cases this can be ad-



Ad Vice

by
Brad English

dressed in the way the schedule is presented. Breaking down almost any schedule into a cost per contact along with the value of the product can address this question. For instance, the cost for a statewide 2x4 in our Retail Network is \$2000. But that breaks down to a whopping \$2.22 to reach 1,000 households. That's less than the cost of a Big Mac. Rachel pointed out if I just cut her sister's allowance in half, I could pay for her iPhone in six months. Did I mention she said she was kind?

Make sure there is proof in the pudding.

Let's face it. If you are going to make or state a claim, make sure you can back it up. I think one of the most valuable tools we have in sales are testimonials and referrals. Just make sure you are accurately quoting a client and (of course) have permission to use his name. Ask them what they would say about you or your newspaper, should someone call. This will even give you a chance to see if your client sees you in the same light you see yourself. Rachel was quick to point out how responsible she is. When I asked how many jackets she lost this school year, she answered, "One." Funny. I thought it was two. She quickly reminded me the North Face jacket was last year! At least she's consistent.

Be sure you can deliver what you promise.

This is one of my favor-

ites. I hate it when salespeople make promises they can't deliver. What's worse is those who make promises they never intend to keep. One of the worst such experiences I ever encountered was the summer my wife forced me to buy a sofa from Thomasville Furniture. (She enlisted the help of my mother, so it wasn't a fair fight, at all.) After months of waiting for its delivery, the sofa arrived. Unfortunately, a slight tear and pretty significant discoloration had occurred during transit. My wife was in tears. Only choice we had was to send it back.

Oh the company expressed their sincere regrets and promised to repair it to our "complete satisfaction or replace the sofa at no extra charge." After two months of sitting on lawn furniture, the sofa was returned. Stain and tear still visible. What occurred from that point on was a litany of excuses. Everything from "your case worker died" to "we're going out of business." The former was a surprise, the latter not so much considering the level of customer service provided to me by this company.

You can't always get what you want.

Not only is that song a classic, but it's also a good rule to remember in sales. We won't always make the sale. And it's true we can't be all things to all people. Regardless of whether you're selling print, digital, mobile, etc. You are going to get "noes" in our business. The most important thing to remember in these situations is to keep the door open. After all, it doesn't have to be a no forever, just a no for now.

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

Help Wanted

Press Operator

Immediate opening for experienced operator to run 12-unit DGM 430 single-wide web press. Applicants should have 3 to 5 years offset web press experience and a proven work history of dependability, self-initiative and mechanical skills. Requires ability to perform all make-ready tasks, press operation to maintain quality, routine maintenance, minor repairs, other pressroom responsibilities. Full-time shift includes scheduled nights, weekends and holidays. Located in desirable community 50 miles west of Atlanta, position offers competitive compensation, health insurance, paid vacation, sick time, matching contribution 401(k). Apply in person 9:00 a.m. to 4:30 p.m., Monday through Friday. Or, send cover letter and resume to: pressroom@times-georgian.com. Or, mail to: Times-Georgian, 901 Hays Mill Rd., Carrollton, GA 30117.

The Times-Georgian is an equal opportunity employer and does not discriminate on the basis of race, religion, color, sex, age, national origin or disability.

President / CEO – Springfield, IL

The Illinois Press Association, one of the largest and most active newspaper associations in the country, seeks a president/CEO to lead the organization and further the cause of an independent and thriving press. The IPA provides association management services to the National Newspaper Association and technology services to more than 15 state press associations.

The duties of the president/CEO include member relations and development; government relations and lobbying; sales, marketing and fundraising; community and industry relations; public speaking; programs and event planning; and staff, P&L and administrative management. Meaningful experience in each of these areas is a job requirement, as are strong communications skills, superior organizational ability and professional polish.

We will show preference to candidates with a background in journalism and media issues, association management and government relations. The president/CEO manages a 15-member staff, with duties spread among the Illinois Press Association, the Illinois Press Foundation and the National Newspaper Association. The president/CEO reports to the IPA Board of Directors. We offer competitive pay, excellent benefits, and the opportunity to work in a dynamic and diverse state.

Please send your resume, a cover letter that addresses how you fulfill each of the above criteria and any other supporting materials to ipapresident@illinoispress.com. No phone calls please. The deadline for submission of resumes is July 24.

Publisher

Accepting publisher candidates for strong weekly newspaper in Indianola, Miss., 4.5K paid circ. Ideal candidate knows the business from both sides of the fence, is able to drive revenue and profit, along with producing quality products – this is not a “desk job.” Must have strong editorial skills. Additional talents in business, advertising, editorial, lead-

ership, research, problem solving, strategic planning, negotiation, customer service, management and teamwork are all wonderful traits. If you have the drive, but may be lacking a few tools in your skill set, we do train. Publisher is also expected to be an active and integral member of the community. Compensation range \$50K – \$70K, 401(k), & other benefits. Send letter of interest, resume, and professional references to Dan W. Strack, Emmerich Newspapers, at strack@emmerichnewspapers.com.

Inside Sales Consultant

We are looking for dynamic, highly motivated salesperson to become part of our classified advertising sales team. Successful candidates will thrive in a fast-paced sales environment where a competitive nature, strong work ethic and excellent customer service skills are required and rewarded.

This opportunity involves building relationships and selling our products to new and existing customers. Earning potential is excellent and unlimited. Full-Time only. Schedule is Monday-Friday 8 a.m. to 5 p.m.

Compensation plan includes base weekly salary, aggressive commission and bonus plan, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, and paid holidays and sick leave.

Qualifications: A successful Inside Sales Professional will be dependable, energetic, goal oriented, self-starter, well organized and friendly. Customer service, sales experience and passion is a must.

-Strong computer skills, and ability to learn new software.

-Excellent communication skills and a genuine love of people

-Willingness to learn-Ability to work independently

To apply, please EMAIL a resume, cover letter, references and earnings expectations using INSIDE SALES CONSULTANT as the subject line to: careers@shelbycountyreporter.com

No phone calls, faxes or walk-ins, please. Qualified applicants will be contacted directly for interviews.

Staff Writer

The Demopolis Times, a twice-weekly newspaper in west Alabama, is seeking a community-minded reporter. Our reporters are involved in all aspects of news gathering, from covering city and county government to police beats to human-interest stories, and sports stories. You will have the opportunity to layout and design pages, take photographs, work with our website, have input in the editorial content of the newspaper and be a part of the community in which you live.

Demopolis is situated in the heart of Alabama's Black Belt Region and is centrally located between Tuscaloosa, Ala. and Meridian, Miss. The city is affixed on the banks of both the Tombigbee and Warrior rivers and is renowned as a sportsman's paradise in the Southeast. The construction of the Demopolis Lock and Dam created a 10,000 acre lake which is enjoyed by many for boating, fishing and recreational opportunities.

Total immediate market: 70,000 within a 30-mile radius

Marengo County: 23,000

Demopolis: 8,000

Known for its mild winters and splendid springs and falls, the average annual temperature is 75.3 degrees (F).

Major employers include: Rock-Tenn, a national leader in wood products, has its largest plant in Demopolis. New Era, which makes caps for numerous sports programs, has a thriving business in the community. Other key businesses include manufacturing, forestry, agricultural, tourism and educational lines of work, along with many others.

Demopolis enjoys one of the best public school systems in this region of Alabama. The schools receive enormous support from members of the community and have thrived during a time with other systems in the state cannot say the same.

Founded in 1887 by C.A. Berbeck, The Demopolis Times has been owned by reputable newpeople for more than a century. Owners include Edward S. Cornish, Ben and Libba George, Hollis Curl and Jim McKay. In 1979, Boone Newspapers Inc. purchased the newspaper and still owns it today. The Demopolis Times, which is published Wednesday and Saturday, is a consistent winner in the Alabama Press Association Better Newspaper Contest.

Sports Writer

The Southeast Sun is seeking a full time sports writer. Applicants must possess good writing, photography and time management skills. Competitive salary and benefits. The Sun is a locally owned publication covering Enterprise/Fort Rucker/Daleville for over 35 years. Send cover letter and resume to: publisher@southeastsun.com or com@mailto:publisher@southeastsun.com.

Reporter

The award-winning News Courier in Athens, Alabama, has an immediate opening for a reporter to join its newsroom. The News Courier prints Tuesday through Saturday and we also maintain an active web and social media presence. We also produce a number of niche products, including six glossy magazines.

The reporter will write two-to-three bylined stories each day for print and enewscourier.com. The producer will also provide photos or graphic illustrations with stories as warranted.

The reporter will provide content for all niche publications and special sections as assigned. Reporter may also be asked to assist with copy editing duties as the need arises, so attention to detail and familiarity with AP style are required.

The reporter's beat will be general assignment, which may include covering crime, courts, politics, business and local governments. The reporter must be able to work a flexible schedule and cover evening meetings as assigned. The reporter must also work the occasional weekend as determined by the editor.

The reporter will be expected to assist in frequent updates to our website and social media outlets.

Other duties as assigned.

The ideal candidate will be an en-

ergetic go-getter willing to be the first one on the scene of breaking news. Reporter should also be comfortable with enterprise/investigative journalism.

Reporter would ideally have other tools in his/her toolbox, including page design experience or a willingness to learn. Experience with InDesign and Quark Xpress is preferred. The News Courier will train as necessary.

Ideal candidates will possess a degree in communications from an accredited institution, but The News Courier will consider five years of experience at a daily news publication in lieu of a degree.

Candidate must have a clean driving record and dependable transportation.

The ability to work holidays, nights and weekends as determined by the editor.

The News Courier offers insurance coverage (health, dental and vision), 401(k) and paid time off as accrued.

Please email resumes, three writing samples and three photography samples to adam@athensnews-courier.com. Hard copies can be mailed to Adam Smith c/o The News Courier, P.O. Box 670, Athens AL 35612 or dropped off at our office at 410 W. Green St., Athens, AL 35611.

No phone calls, please.
EOE

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, dbohrer@themeridian-star.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.