

## OCTOBER 2017

### Important Dates

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#### Online Media Campus

*Engaging Readers with  
Email Newsletters*

Presenter Jean Hodges  
Thursday, November 9

*What works and what  
doesn't for site design*

Presenter Talia Jomini Stroud  
Thursday, November 16

*Register Now*  
[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

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AlabamaPublicNotices.com  
officially goes live  
November 1, 2017

APA Media Summit  
Friday, February 16, 2018  
Birmingham Marriott

APA Summer Convention  
July 19-21, 2018  
Perdido Beach Resort

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APA unveils upgraded public  
notice website

Pulse of America research  
will drive sales for you

Raycom Media, CNHI Announce Merger

Nominate someone for APA's  
Lifetime Achievement award

Newspaper celebrates  
National Newspaper Week

Nominations sought for  
2018 APA Hall of Honor

Ellis named publisher of the  
Valley Times-News in Lanett

Daily Sentinel starts a new  
pink rack tradition

Brewton high school begins  
student newspaper

Boone purchases Kentucky and  
Tennessee papers





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## APA unveils upgraded public notice website

AlabamaLegals.com has a new look and a new name: AlabamaPublicNotices.com. The upgraded platform, that offers public notices from newspapers across Alabama, now has highly advanced search options and a more user-friendly interface. Other enhanced features include searches for multiple counties using various keywords together, and even provides a “popular searches” option for notices frequently researched in common categories at no charge to the public.

The new website contains notices

that are uploaded by the newspapers for each publication date, and can be searched by county, city, newspaper, date range, and keywords. All notices previously posted to AlabamaLegals.com will be imported to the new system so users can find archived notices posted since its inception all in one place. AlabamaLegals.com will remain live until the transition has been completed, and will eventually redirect to AlabamaPublicNotices.com.

see **new site** pg 3

## Pulse of America research will drive sales for you. Please help!

The Alabama Press Association is pleased to announce our participation in a statewide market research study that can help our members generate more revenue in 2018. To succeed, we need your help.

APA has partnered with Pulse Research, an industry leader in market research, to do a comprehensive shopping survey of newspapers’ audiences. There is no cost to the association or you. In early 2018, results of this research will be available to all APA members.

Here’s how it works: Survey promotion begins in October and

will run until we reach a statewide sample of at least 400. For newspapers that participate in APA network advertising programs, some ads will appear in the network ads that we send to you each week. Please run them as often as you can. We also have Web ads that we urge you to schedule in unsold inventory.

All the ads are in standard sizes and formats. To download ads, just go to: [www.pulseresearch.com/poa.html](http://www.pulseresearch.com/poa.html). This link also contains more details about the program,

see **shopping survey** pg 4

## new site

from pg 2

While access to the site and all notices will remain free to the public, SmartSearch subscriptions are available for a fee to give users the opportunity to save unlimited specific searches and receive daily emails alerting them to new notices that match their search criteria. Subscribers can use multiple keywords, save search criteria to use over and over, save individual public notices in a queue, and print multiple public notices simultaneously. These timesaving functions are designed for people

who rely on public notices for their business or who wish to track specific information. Subscribers can opt for 30, 90, 180, or 365-day terms.

"We are really excited about the updated website," said Alabama Press Association Executive Director Felicia Mason. "Public Notice is a vital function of the newspapers to make people aware of what is happening in their communities. AlabamaPublicNotices.com is the perfect complement to that, and offers easier ways to find Alabama notices compared to our previous site, with fewer limitations than before. The goal is to give complete access to public notices that affect our daily lives, all in one place. AlabamaPublicNotices.com does that with a 21st century version of our previous site."

### **Publishers, please remember:**

- Alabama law requires that ALL

public notices published in your newspaper MUST be posted on your newspaper website AND uploaded to [alabamapublicnotices.com](http://alabamapublicnotices.com).

- The new site allows you to brand your newspapers on the site. Make sure you upload your flag and confirm the link in the newspaper admin section.

- Please make sure any house promo ads you are running contain the new site: [www.alabamapublicnotices.com](http://www.alabamapublicnotices.com) (and not [alabamalegals.com](http://alabamalegals.com))

- If you have a link on your website, and we hope you do, please make sure it goes to the new site: <https://www.alabamapublicnotices.com>.

Please call the APA office if you have questions or need assistance in posting you notices.

## Raycom Media, CNHI Announce Merger

Raycom Media Inc. and Community Newspaper Holdings Inc. have merged, forming one of the nation's largest privately owned media groups.

Raycom Media owns or operates 65 television and two radio stations covering 44 markets in 20 states. CNHI owns more than 110 newspapers, websites and niche publications in 22 states.

Under the merger agreement, CNHI will operate as a Raycom Media subsidiary.

"Quality local journalism is the foundation of Raycom Media and CNHI. This transaction will strength-



en both organizations' local content-generation efforts, as well as monetization capabilities, while positioning the combined entity for future growth and superior service to our clients and audience," said Pat LaPlatney, president and CEO of Raycom Media.

"This marks an important mile-

stone in our history as we combine two award-winning media organizations with the common mission of delivering quality local news and information across print, broadcast and digital platforms," said Donna Barrett, president and CEO of CNHI.

"While it is contrary to the trend of separating newspapers and television properties, we believe the synergies this merger creates will only enhance our ability to deliver exceptional local content, extend our community presence and grow our respective multimedia footprints," added LaPlatney.

## Nominate someone for APA's Lifetime Achievement award

The APA board of directors is seeking nominations for the Alabama Press Association Lifetime Achievement Award for 2018. The award recognizes outstanding service and accomplishments spanning a career in journalism in Alabama. The honorees will be recognized at the APA Journalism Summit on Feb. 16, 2018, at the Birmingham Marriott.

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

member.

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

## Newspaper celebrates National Newspaper Week

The Mountain Valley News in Rainsville celebrated National Newspaper Week by visiting with the fifth grade class in Sylvania who have been receiving their newspaper each week through their NIE program. Below is the story by Bonita Wilborn from The Mountain Valley News.

*Editor's Note: Bum Pickens is a former columnist for the Weekly Post, a newspaper formerly published in Rainsville. Football players, coaches, as well as football fans would eagerly await his article each week to see what Bum's predictions were for their team, and what he might have said about their team, or the individual players.*

Being National Newspaper Week, Mountain Valley News wanted to touch base with the fifth graders from Sylvania who have been receiving newspapers through our NIE (Newspapers In Education) Program. On Tuesday, Oct. 3, Bonita Wilborn visited with Mrs. Wendy Wheeler's fifth grade class and discussed a number of aspects about the news-

papers they receive and how they are enjoying them.

An overwhelming number of the students were interested in Bum Pickens, especially since he attended their Pep Rally on Friday, Sept. 30.

Their comments were:

Kody Bodiford: "It's strange how he spells Auburn (Awburn)."

Aaliyah Gulley: "It's funny how he spells the words differently."

Lydia Grider: "It's funny how he spells Sylvania (Slyvaney)."

Joseph Christopher: "It's funny how Bum Pickens spells Georgia (Georgie)."

Logan Frazier: "Does Bum Pickens wear his mask for Halloween?"

Will Justus had a comment about the sports page, something other than Bum Pickens. He asked, "How did the Panthers devour the Rams?" His comment was referring to an article on the front of the sports page for Sept. 28. He knew that the Sylva-

nia Rams had played the North Sand Mountain Bison that week. However, the article was about the Collinsville Panthers vs. Asbury Rams game. More comments were:

Kaylee Putnam: "What does Bum Pickens true identity look like?"

Will Gant: "Where did Margie Mountain and Bum Pickens go to school? It don't seem like they went to school at all."

Sadie White: "He [Bum] spells Clemson (Klimsun) not the right way."

Emily Moore: "How does Bum Pickens eat with that mask on?"

Sage Busby: "What's his [Bum's] birth date?"

And like the rest of the world, Emma Ladd commented: "I really want to know what his true identity is."

The businesses that sponsor NIE are: Farmers Telecommunications Co-operative in Rainsville, Freddy Glover

see 5th grade readers pg 6

### shopping survey

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which incentivizes responses via cash prizes.

In early 2018, your sales teams will have current shopping information they can use in their sales presentations to help local and regional businesses.

This is the first year APA has participated in this survey. Other states, like Kentucky, have participated previously and report that information has been very helpful to member newspapers.

If you have any questions, please contact Pulse Research, Taylor Waind (waind@pulseresearch.com) or felicia@alabamapress.org.

Enter To **WIN**  
**\$4,000**

**\$100** awarded weekly **\$3,000** Grand Prize

Newspaper sponsored ~ Local shopping survey

Enter to win now, go to:

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## Nominations sought for 2018 APA Hall of Honor

APA is seeking nominations for the 2018 Alabama Newspaper Hall of Honor. A nomination form can be found at <http://alabamapress.org/hall-of-honor/>.

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

The Alabama Newspaper Hall of Honor was established in 1959 in a resolution adopted by the board of directors at the annual meeting in Birmingham. "Alabama has had some outstanding newspaper publishers and editors whose lives and memories should be preserved," stated the resolution, which was unanimously adopted. The resolution stated the purpose as follows:

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

The first inductees were honored at the 1960 annual meeting.

The original idea was to locate the Hall of Honor in the Alabama Department of Archives and History in Montgomery. At the time, however, space was not available there, and in 1964 Auburn University offered to house the Hall of Honor in the Ralph Brown Draughon Library where it remains today.

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

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

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

## Ellis named publisher of the Valley Times-News in Lanett



Baker Ellis

Boone Newspapers Inc. has named Baker Ellis as the new publisher at the Valley Times-News. The newspaper sale by Nell Walls to BNI was effective Oct. 1.

Ellis replaces Cy Wood who retired at the end of September. He also serves as the publisher of the LaGrange Daily News, an affiliated publication.

Ellis has been in LaGrange since April of this year from the Shelby County Reporter in Columbiana. He is a native of Danville, Kentucky, and a graduate of Samford University.



# APN

## Alabama Public Notice

- Upload to AlabamaPublicNotices.com exclusively
- Add your newspaper logo so users can link directly to your website
- Update house ads to point readers to [www.alabamapublicnotices.com](http://www.alabamapublicnotices.com)
- Change links on your website to <https://www.alabamapublicnotices.com>

### AlabamaPublicNotices.com



## Daily Sentinel starts a new pink rack tradition

The Daily Sentinel in Scottsboro partnered with a local charity, Beauty and the Beast, to raise money during National Breast Cancer Awareness month.

The newspaper unveiled the inaugural "Pink Rack" in front of their office during the first week of October, and will donate 100 percent of the proceeds from their first pink rack to the charity. Beauty and the Beast provides financial assistance to breast cancer patients in Jackson County to help offset treatment costs and travel expenses associated with their treatment.

Each week in October, the rack was relocated throughout Scottsboro, and the new location was promoted in the newspaper and on the newspaper's Facebook page.



Mrs. Wendy Wheeler's fifth grade class in Sylvania

## 5th graders readers

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Lumber in Sylvania, First State Bank in Rainsville, First Southern State Bank in Rainsville, First Fidelity Bank in Rainsville, W.T. Wilson Funeral Chapel in Rainsville, Glover Cabinets in Rainsville, Twin City Used Cars in Fort Payne, and Peoples Independent Bank in Fyffe, Powell and Sylvania.

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# Brewton high school begins student newspaper

By Corey Williams, *The Brewton Standard*

A mix of talented W.S. Neal High School students is giving a voice to the happenings on their campus by creating a student newspaper.

Editor of *The Blue Eagle*, Jacob Odom, said the staff of 22 work very well together.

"Everybody does their part," Odom said. "I really think the paper is good for the out of the box student. This gives them a voice and an opportunity to show what they can do."

The idea of a school newspaper originated in the opening week of classes in August. The class is titled "Special Publications" and is taught by long time teacher at WSN, Kraig Rittenhouse.

"It was kind of like the blind leading the blind when we got started," Rittenhouse said. "We were in year-book class, and I came up with the idea of a newspaper. We did a couple practice articles and just decided let's go ahead and do one. They've taken it and ran with it. I can take no credit for this. This is their work, and I'm proud of it."

Althea Marsh, junior staff member, said the paper will do a strong job in bridging the gap between students.

"There tends to be a big divide between a lot of students in the school, and this will bring us together where we can talk about different topics, write how-to articles, and how to succeed in class," Marsh said. "With most on the paper being in honors courses, I feel like we can make a difference in helping others to come up and rise for academic success."

The paper will include information about school activities, spotlight stories, editorial series, a book review, a column, an activity page and artwork. "We have a young student named Americus Madden who's an unbelievable artist," Rittenhouse said. "She's someone I'd love to see go to Savannah Art Design. I've seen good talent for 30 years. She ranks up there with any student I've ever seen. It's all free hand with her."

Rittenhouse said the students seem to be having fun putting the



Editor of *The Blue Eagle* Jacob Odom with staff members Andrea Hammack, Althea Marsh, Chandler Strength and Rebekah Dyess.

newspaper together.

Senior Andrea Hammack said she loves the work.

"I do like to take pictures," Ham-

mack said. "I'm into art. I like to write about topics I'm interested in, so the

see **The Blue Eagle** pg 8

## People

**Teresa Boykin** has joined *The Demopolis Times* as a staff writer. She is a 2017 graduate of the University of West Alabama with a degree in Integrated Marketing Communications. She is a native of Butler and a graduate of South Choctaw Academy in Toxey.

During her time at UWA, she was named a Southeastern Journalism Conference delegate in 2014, 2015 and 2016 and was awarded the James E. Colquitt Scholarship in 2014 and 2015.

She also served as chapter president of Sigma Tau Delta International English Honor Society.

**Emily Nicometo** has joined the staff of *The Opp News*. She is a graduate of Kingston High School and holds a journalism degree from Troy University. She will cover local news for the area.

**Amy Passaretti** is the new editor of *Elmore County Living*, a magazine

published by Tallapoosa Publishers Inc.

Passaretti is a native of Vernon, New Jersey, and earned a degree in media arts and design from James Madison University in Harrisburg, Virginia. She served as copy editor and then news editor for the student publications, *The Breeze*, as well as executive editor of *Madison 101*, a guide for incoming freshman.

**Nick Patterson** has been named digital content coordinator for *The Birmingham Times*. Born in Ensley and raised in Homewood, Patterson has more than 35 years of experience as both a writer and an editor. He is a former editor of *Weld*.

Patterson has also worked for *Southern Living*, *Coastal Living* and the *Birmingham Post-Herald*. He teaches as an adjunct instructor at the University of Alabama at Birmingham in communication studies and African American studies.



## The Blue Eagle

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paper gives me an outlet to write. I like writing about music and about things that are going on in the world today.”

“They’re all new to this, but they’re all instinctively good writers,” Rittenhouse said of his students. “They have a flare for what they like to do. I don’t really assign anything. They come and clear it with me. Jacob and I do most of the discussing because we want to get the paper a certain way. Within reason, he gives me comments and suggestions and we go from there.”

“Basically I feel like all of us working together towards something is really great for all of us,” Odom said. “Having this class is really beneficial for us to write and talk about things together. The collaborative process is what makes it all work, and I believe

what will make a great paper.”

Taking on roles in the newspaper is part of the gig, even a role one is not familiar with, as junior writer Rebekah Dyess is learning as she covers some sporting events. “I’ve learned a lot about football since I’ve started covering games,” Dyess said. “At first I had pages and pages of notes. I’m learning how to condense my stories.”

“Rebekah got thrown into football,” Rittenhouse said. “But she’s taken over and running with it. They’re all learning how to write better, but they’re also learning how to condense. For example, an article may need to be 150 words, not 250 words. So they need to capture the essence of the story with fewer words and that’s a skill.”

Marsh said the staff works well together because they’re all proactive.

“I have never been in an extracurricular class like this,” Marsh said. “There is no sitting around. We get things done by the deadline. We watch what’s going on, but we also take action. We’re involved in our school, and we’re also dedicated to everything that

we do.”

Odom said the vision of the newspaper is relatively simple.

“The paper is about being fun and informative,” Odom said. “We just want to have fun with it, express opinions to a certain extent, and share ideas.”

The newspaper is sold on campus for 25 cents, and sold out all 100 copies of the first edition. The Blue Eagle plans to publish every two weeks.

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***“Everybody does their part. I really think the paper is good for the out of the box student. This gives them a voice and an opportunity to show what they can do.”***

- Editor Jacob Odom

## Boone purchases Kentucky and Tennessee papers

Boone Newspapers Inc. recently purchased the Middlesboro (Ky.) Daily News, Harlan (Ky.) Daily Enterprise and Claiborne (Tazewell, Tenn.) Progress from Civitas Media.

Middlesboro and Harlan are four-day daily newspapers with paid circulation of 2,000 each, and Tazewell is a weekly with paid circulation of 2,800.

Middlesboro is a community of 10,000 people and retail trade center for several contiguous counties in southeastern Kentucky where Kentucky, Tennessee and Virginia converge. The office is about two miles as the crow flies from the famous Cumberland Gap, a key passageway through the lower central Appalachians explored by Daniel Boone during Colonial times. Cumberland Gap National Historical Park is on the edge of town.

Harlan is a city of about 2,000 people located an hour northeast of Middlesboro in Kentucky’s coal-mining region. Harlan County has 28,000 people,

is known for its mountain culture and folk and country music tradition.

Tazewell is just across the state line from Middlesboro in Claiborne County, Tenn., home of Lincoln Memorial University. Tazewell, about an hour north of Knoxville, has a population of 2,000 people and Claiborne County about 31,000.

Bill Sharp, who was named publisher of all three newspapers by Civitas in November, remains in the same role. Sharp’s newspaper career began as a sales representative for the Claiborne Progress in 2013. He was promoted to advertising manager for all three newspapers in 2015, then to publisher last year. He has lived in the region for over 20 years and been active as a volunteer for organizations like First Priority and the Boy Scouts. He attended Southeast Kentucky Community and Technical College, Clear Creek Baptist Bible College and New Orleans Baptist Theological Seminary.

## Industry News

### Lynne Lance named National Newspaper Association COO

Lynne Lance, National Newspaper Association membership director, was recently named chief operating officer for the association. Her responsibilities also include the NNA Better Newspaper Contest for both editorial and advertising, and the Newspaper and Education Contest. She also is in charge of NNA’s annual convention and assists with board responsibilities.

Before joining the Illinois Press Association in 2010 as director of member services, Lance worked for the communications firm of O’Connor & Burnham & Co. in Atlanta;

see Lance pg 9

## Lance

from pg 8

Daniel Press in Birmingham, AL; WordMasters in Springfield, IL; and the Pleasant Plains School District, Pleasant Plains, IL.

Lance met her husband, Michael, on the first day she attended the University of Alabama. She is a self-described "Air Force brat"; she was born in Okinawa and has lived in more than 10 states and, also, overseas. She graduated from Randolph High School at Randolph Air Force Base in Texas and attended the University of Alabama (Roll Tide), receiving a bachelor of arts degree in advertising and marketing.

From Lance's perspective, the change in management at IPA has not made a difference in how the association has continued to manage NNA's operations.

"I look forward to continuing my work with our NNA members," she said. "This is such a wonderful and dedicated group of people. It's important to me that the association does everything it can to help them stay strong and profitable."

## Postal rate increase on the horizon

The U.S. Postal Service has issued a warning that the 2018 postage increase will likely be its last modest increase confined by a 2006 law.

National Newspaper Association President Susan Rowell, publisher of the Lancaster (SC) News, announced to community newspapers that publishers could expect significant increases in postage rates in 2019 if Congress does not enact a postal reform law this year.

"Every postage payer faces an additional 1-cent stamp increase on January 20, 2018, and overall mailers will pay about 1.9 percent more next year. We are gratified that the increases for within-county newspaper mail, which our newspaper members use so heavily to reach readers, will see a slightly smaller increase of 1.8 percent," Rowell said.

But she said NNA expected much difficulty in 2019.

"The Postal Service signals its plans to the Postal Regulatory Commission, as it is required to do. This year, it said the coming 2018 increase was likely the last under the 2006 law that has kept postage rates relatively stable. For 2019, we have no idea what to expect although we know several things. First, USPS thinks Periodicals publications are generally not covering their costs, as USPS handling costs have risen faster than inflation. Second, the cost of handling mailing sacks will go up. Third, we could see a significant restructuring of postage rates for newspapers overall because USPS is in financial trouble," Rowell said.

NNA Postal Committee Chair Max Heath said NNA was working hard to

find solutions for newspapers.

"We expect USPS to eventually recognize that the white flats tubs used primarily by newspapers cost less to handle than mailing sacks," he said. "We have been urging members for some time to convert to the use of tubs. And we have been asking USPS and the PRC for almost a decade to recognize a lower rate for these tubs. This year we learned that our request for a better rate has been

heard, but USPS believes it cannot pass this discount along to publishers without authorization of its Board of Governors. Since Congress has failed to fill any of the nine seats open for governors, there is effectively no board, so we are all hamstrung. We are making progress in getting permission for publishers to ship these white tubs without the usual green

see **postal increase** pg 10

## Editor talking to reporters

It's important  
we get it right  
so other media  
will get it right

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# Ad tax looms for businesses

By Tonda Rush, NNA Public Policy Director, [tonda@nna.org](mailto:tonda@nna.org)

The threat of a federal tax on advertising loomed large in September as the nation awaited the appearance of proposed tax reform legislation from Congress. Groups with a stake in any aspect of the Internal Revenue Code, first passed in 1913 with a deduction for advertising expenses, swarmed Capitol Hill to speak up for their concerns.

The Trump administration and most GOP leaders have declared that the U.S. corporate income tax rate of 35 percent is too high. Although many corporations do not actually pay that rate because of exemptions and deductions, economists say the codes drive large companies to purchase foreign subsidiaries and move their headquarters abroad to escape the tax. Fixing the rate is part of the GOP platform.

The problem is that lowering the rate to 20 percent, or even to 15 percent as the Trump White House prefers, leaves the U.S. treasury short some \$2 trillion. Because federal debt is rapidly moving toward \$10 trillion, budget hawks are looking for ways to end some exemptions and deductions as a way to “pay for” the corporate rate slashing.

Advertising has been considered an “ordinary and necessary” business expense since the beginning of federal income taxation. Advertisers are permitted to deduct the full amount each year from their income and pay a smaller tax as a result. And that is where the danger for advertising based businesses arises.

Former Rep. David Camp, R-MI, proposed in his widely publicized first draft of tax reform that advertising costs should not be fully deductible. Instead, businesses would be allowed to deduct only 20 percent of each year’s costs and spread the rest over the succeeding five years. His reasoning was the advertising has a shelf life, and its value lasts longer than a year. His proposal never reached the House of Representatives floor for a vote.

But a form of it might soon be back. Advertising industry executives who

*“There is one more point we need to highlight for our readers. While lowering the top corporate rate is an important goal, taxing Main Street to benefit Wall Street is not going to help our local businesses much. Some may benefit from a lower tax, but if their revenue falls at the same time, none of us will be better off.”*

- NNA President Matthew Paxton IV

have met with Senate Majority Leader Mitch McConnell say a change in the current year expensing of advertising cost is likely to be in the bill that will be drafted by the Senate Finance Committee, chaired by Sen. Orrin Hatch, R-UT.

NNA President Matthew Paxton IV, publisher of the News-Gazette, Lexington, VA, said he was not surprised. That does not mean he is pleased.

“We have seen this coming for a long while,” he said. “We are not deceived by the accounting language about amortization, and we don’t care what percentage is disallowed. This is a tax on advertising, pure and simple. It raises the cost of advertising for our customers and will cause them to reduce their spending as a result. We cannot think of a worse way to raise federal revenue.”

Paxton issued an alert to all NNA members in September, pointing out that advertising drives local economies. Leading economists with IHS Economics report that a dollar spent on advertising leads to \$19 in economic activity.

“Many will oppose this idea. For community newspapers, however, I think there is an important point we need to make in editorials. This tax will shrink our local economies. Many of our towns are already struggling. In states that depend upon sales tax revenue, less advertising means less spending and lower sales tax collections. Schools, police, civic activities, trash collection—you name it. Everything is going to suffer,” Paxton said.

“There is one more point we need

to highlight for our readers. While lowering the top corporate rate is an important goal, taxing Main Street to benefit Wall Street is not going to help our local businesses much. Some may benefit from a lower tax, but if their revenue falls at the same time, none of us will be better off. Usually a business is going to be more concerned about lost revenue than about taxes, though both are important,” he said.

## postal increase

from pg 9

lids, which will help us with some logistical difficulties.

“But I don’t want anyone to think we are going to dodge the bullet in 2019 if Congress does not act pretty soon. It is clear that USPS has serious and ongoing financial difficulties. Unless postal reform is enacted, we can expect to see higher postage rates, more mail leaving the mail system and the resulting pain for mailers who simply must rely on the mail for distribution.”

NNA has distributed materials to its members in support of HR 756, the Postal Reform Act of 2017. More detail on the proposed 2018 rates will be available in Heath’s Postal Tips in the November Publishers’ Auxiliary.



## Deaths

**Jay Thomas**, 47, of Highland Home, passed away on Oct. 12, 2017, after a lengthy illness.

He was born in Luverne on June 22, 1970. He grew up in Highland Home until he was in the ninth grade and his family moved to the Greenville area. Jay graduated from Greenville High School in 1988. He went on to earn degrees from LBWCC, Troy University and Auburn University. He was an award winning community newspaper journalist winning awards with the Alabama Press Association and the Georgia Press Association. Jay had more than 20 years of combined journalism experience. He began his newspaper career as a reporter at the Greenville Advocate in 1996 after graduating from Troy University with a journalism degree.

He has served as editor of publications in Greenville, Cordele, Ga., and

was a reporter for The Evergreen Courier. Jay also served as city editor for the Montgomery Advertiser and as bureau chief for Neighbor Newspapers in metro Atlanta. He also served a brief stint as a professor at Miller-Motte Community College in Clarksville, Tenn. His final position was as editor of The Opp News, where he served for six years.

Jay was known for his quick wit and sarcasm, as well as his kind heart. He could tell a quick joke or be a shoulder for guidance. He enjoyed making time to sit and talk to just about everyone he knew. There was never a shortage of interesting stories from Jay's life. Some knew him affectionately as "Possum," or "Jay Hawk," or even "King Jay."

He was preceded in death by his parents, Sylvester and Judy Thomas, his paternal grandparents, Theo and Exa Thomas and maternal grandpar-

ents, Jesse and Faye Owens.

He is survived by his sisters, Jill (Trent) Brown, Jennifer (Darrell) Morris and Veronica Faye Owens, all of Highland Home; his brothers, James (Jennifer) Thomas, of Millbrook, and Shaun (Alana) Owens, of Highland Home; his nephews, Ethan Brown, Kendrick Thomas, Alex Brown, Will Morris, Sam Morris, Kirkland Thomas and Braxton Owens; his nieces, Kaitlynn Savannah Thomas and Aubrey Owens; aunts and uncles, Randy and Brenda Owens, Martha Owens, Daisy Phelps, Annie and Mark Davis, Laura and Evan Braxton, Doris Patterson and Mary and Chuck Gorum and a host of cousins and extended family.

He is also survived by lifelong friends Tim Hattaway, Missy Thomas, Allison Griffin, Tommie Norris, Corey Norris and Stephanie Wilson.

## Don't let your presentation sputter at the end

### Columns



**Ad-libs**  
By John Foust

Alex is an ad manager who wants his sales team to be professional from start to finish. "Some sales people talk too much, especially at the end of a sales conversation," he said. "It's like a car that diesels when you turn off the ignition. The engine just keeps on going."

Dieseling was common in the early days of catalytic converters. I used to have a car that had that problem. After I turned it off, it sputtered for about five seconds – even after I removed the key. It was like the car had a mind of its own.

"It can be a real challenge to bring a conversation in for a landing," Alex said, "so we put a lot of emphasis on turning the end of an appointment into a transition to the next step. We want to leave our prospects on the top of the mountain, not let things run downhill at the end."

That approach reminds me of the Walt Disney quote: "The way to get started is to stop talking and start doing." If a sales person has had a

productive meeting, it's time to shift gears and go into action.

"I've heard about a helpful four-step process," Alex explained. "Thank them, summarize what you've talked about, ask if there are questions, then mention the next step. That ends the discussion on a positive note with everybody on the same page."

Here's how it works:

1. Express appreciation. "In a lot of conversations, a simple 'thank you' indicates that the conversation is nearing a close," Alex said. "That sets things in motion for you to end the meeting the right way."

2. Summarize the conversation. "Think of bullet points," he said. "A summary should be a quick re-statement of the main points you discussed. It's usually best to cover them in chronological order. You can say something like, 'Let me recap to make sure we've covered the things that are most important to you. We talked about key point A. Then we talked about key point B. And we discussed the differences between strategies C and D.' This is the old idea of saying what you're going to tell them, then telling them, then telling them what you've told them."

3. Ask if the summary covers ev-

everything. According to Alex, asking "Does this cover all the bases?" is a simple way to find out where things stand. "It's important to show that you value their input. If something hasn't been covered thoroughly – or even worse – if an important issue hasn't been addressed, you've got more work to do."

4. Specify next steps. "Every meeting should end with some kind of action plan," he explained. "If possible, set a deadline. For example, you can say, 'I'll have that proposal ready for you by next Monday. Let's set a time to go over the details.' That's a simple, professional way to end a presentation. It's a clean landing with no doubts about what happens next."

It sure beats sputtering, doesn't it?

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*



# Newspapers Reach Customers Social Media Often Misses

By Peter Wagner

A Kansas publisher emailed me last month seeking information on how to respond to businesses who say they've "placed their sale or event on Facebook so they don't need a newspaper ad". The businesses think, the publisher said, that the Facebook posting is essentially free and generates at least some response without any cost to them.

The problem is nothing is ever truly free. Businesses depending on Facebook or any other social media to generate customers for a special sale or unique entertainment event are turning their backs on far greater potential profits than the little they're saving in advertising dollars. As my son Jeff often reminds me, "no business ever saved their way out of debt."

## Facebook's limits

A sense of reverence has surrounded social media that has caused many businesses to drink "the internet's bitter poison."

It is true that Facebook has its appeal, but it also has its faults. For every Facebook friend or follower who regularly reads a posting by a business or individual, there's at least one other who wishes he could permanently turn Facebook off. He's tired of postings from some 30-year ago classmate reporting, with pictures, what he had for lunch, supper and a midnight snack.

Digital media experts say Facebook pages – and business websites – need to feature new fresh, worthwhile information to retain active, truly interested Facebook friends. Those postings might come in the form of a daily blog, a recipe for that night's meal, breaking credible news, a commentary on the local college's football standings and stats, or local reviews of the movies currently playing at the hometown theatre.

But this oversight of material requires time most business owners don't have to invest. There are local and national services that do such work but their fees can be expensive and their material anything but local or unique to the specific business.

## Facebook's flaws

There are four upfront reasons local businesses should not depend only

on a Facebook page to grow their business.

1. The businesses' Facebook friends recipient list is limited mostly to those who already know of and traditionally shop the store. Those customers may be the first to respond to an emailed price reduction on certain merchandise from knitting yarn to shotgun shells, but they probably would have bought the items, when needed, at full price anyway.

2. Many Facebook postings, especially those selling a product or service, quickly disappear after momentarily popping up on the receiver's device. Facebook users are often frustrated by their inability to retrieve a recent message or picture let alone a commercial message not posted by Facebook itself. With millions of users worldwide, Facebook's management says it is necessary to constantly edit and condense the material posted to accommodate the heavy flow of new messages.

3. Facebook purposely limits the number of those on a business friends list who actually receive a specific promotional message to five percent. Facebook management explains this is done as a service to its members. If every user received every message, says Facebook, most users would be overwhelmed with messages. That five percent is determined by Facebook tracking the history of which friends most often read the sources postings. Interestingly, businesses can expand their reach to their full friends list by paying Facebook a user fee. So much for protecting the end user.

4. Unlike locally managed community newspapers, many social media postings are poorly researched or even purposely untrue or decisive. Las Vegas Sheriff Joe Lombardo, the morning after the recent concert massacre, said law enforcement's response could have been quicker except for the many erroneous internet reports (fake news) that there were multiple shooters firing guns from various locations. Later that day dozens of blogs and websites were wrongly reporting more fake news claiming knowledge the shooting was planned

by the Russians, ISIS, the anti-Trump movement and untold others. All those claims have still to be proven.

**Local newspapers provide the market with six C's unique to media.**

Local newspapers reach their immediate market with six unique values not always shared or observed by social media.

1.) The most important, of course, is the creation of a sense of community. The local or regional newspaper provides families with information about everything that brings them together: high school sports, city government updates, local entertainment opportunities, weather, births, marriages and deaths.

2.) The local newspaper encourages cooperation. Newspapers often take leadership in the bringing together of various interests to accomplish good for the community. They also recognize the efforts of others working for the good of the community and encourage support and involvement. The printed newspaper brings the masses together with one voice while many independent digital sites promote dissension.

3.) Newspapers provide continuity. The community newspaper is the first recorder of local history and the source most often turned to for details regarding earlier historical events and activities and even family history. No other source can be so easily researched or duplicated.

4.) The newspaper is respected for its credibility. Newspapers stake their reputations and financial future on researching the facts and providing every side of an issue. When questions arise the favored statement is, "It's true, I read it in the newspaper". That is in strong contrast to "It must be true, I read it on the internet". That last comment usually results in a condescending laugh from those in the crowd.

5.) That credibility leads to the newspaper's ability to create consensus. When it comes to making community decisions it is the newspaper

see **social limits** pg 13

## Making sure you're using the right key is essential in "unlocking" the sale

I really can't remember when I first noticed it. My best guess is one Christmas several years ago when my girls were young enough to still get excited over Santa, but old enough to insist on pooling their dimes and quarters together to buy a present for Daddy.

Some girls get their dad socks, ties, maybe even golf balls. For me, it was key chains and money clips. Looking back, it was really smart of them. I never can keep a pair of socks together, and even my better ties eventually fall victim to some greasy meat-and-three in Montgomery. And for those of you who've seen me play, do we even need to mention the likelihood of me keeping up with golf balls?

So here it is: a little brown key, sharing space on one of these special gifts from some Christmas past. Somehow it survived the whittling down process as I eliminated other keys over the years. I remember not too terribly long ago we needed physical keys to open just about everything. Now I'm down to three: one for the office, one for my oldest daughter's apartment, and the little brown one. And I have no idea what it opens.

We all have keys that unlock things. It's just the "keys" have changed over time. We can press a button above our rear-view mirrors to open our garage doors. If we're outside and the garage is closed and the doors locked, we enter a code on the small panel attached to the garage, and the doors open. They don't look anything like the keys we used to use, but they are keys nonetheless.

I looked over some notes I kept from training workshops we did back in 2007 – ten years ago. Technology has changed almost everything we touch and how we engage others, including prospects, clients and even friends and family.

Back in the day, if you wanted to line up a sales call, you had two options, or "keys." You could pick up the phone and hope to get an appointment, or really go bold and drop by unannounced with the goal of scheduling a few minutes with the prospect at a later time. If you were really lucky, or the prospect was in a tremendously good mood, you could sometimes get

a few minutes on the cold call visit.

These days, we have more sales keys, but things are a little more complicated. Yes, we have more options and those we prefer using to get



Ad Vice  
by  
Brad English

in front of the client, but the clients have more options, as well. Technology has given them more avenues of sales avoidance.

Show of hands: How many use email as a method of first-contact with a prospect? Well, you're not alone. According to DMR (Digital Marketing Research), 269 billion emails are sent each day, with an open rate of roughly 34%. Obviously, not all of those are going to a media buyer. But it underscores the point that not all emails sent will ever see the light of day. If you rely solely on email to reach a prospect, chances are you won't.

Another proven but underused key for successful sales is the referral. Asking for referrals is such a simple solution that it's hard to believe more sales reps don't make the effort. A study by Texas Tech showed that while 91% of customers are more than willing to provide a referral, only 11% of sales reps ask for one. If your rep is not comfortable asking for a referral, it may be time to develop an incentive program to specifically target customer testimonials.

Finally, how many of your sales reps complain about voicemails going unreturned? I complain about it all of the time. If it seems it happens all of the time, it's probably because it happens all of the time. According to data management company RingLead, sales reps spend 15% of their work hours leaving a message on a prospects voicemail. In fact, that's where 80% of calls find themselves. And what's worse, 90% of first-time voicemails go unanswered.

That's where a good referral can be priceless. Leaving the name of the friend/client who recommended you to a prospect makes it four times

more likely you'll get that face-to-face meeting.

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

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## social limits

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that best gathers the opinions around both sides of the question. Broadcast reports the news in bits and pieces but seldom provides all the extenuating details. Social media sites provide many adverse and condescending opinions, often self-fulfilling, that lead to greater dissonance and controversy. The local newspaper is the one source that shares a common focus with the majority of people living in the market area.

6.) Finally, newspapers have commitment. From the beat reporter to the executive editor, managing editor to the publisher, the newspaper professional knows his role and purpose. Newspapers report the good and the bad, the entertaining and the devastating, the simple stories and the in-depth interviews, game scores, what is happening in the schools, on main street and with local industry.

Newspaper professionals care first of all about the community they live in and the future of the people who live there. That commitment alone is the main reason newspapers will never completely disappear from markets that support them in return.

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*Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW. You can contact him with questions regarding your newspaper at [pww@iowainformation.com](mailto:pww@iowainformation.com) or (cell) 712-348-3550.*

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## Help Wanted

### General Assignment Reporter

The Selma Times-Journal has an immediate opening for a general assignment reporter to help cover historic Selma, Alabama and the region known as the Black Belt of Alabama.

This position will focus on news writing and photography but will also include some sports and feature writing. Reporters, in addition to excelling in writing, will also be asked to take photographs and participate in design of our six-day morning daily newspaper. Photographers with interest in writing are encouraged to apply. Successful candidates should possess strong organizational and editing skills and be familiar with newspaper design programs, including Adobe InDesign, Photoshop and be fluent in AP style.

The Times Journal is just one of the products produced by Selma Newspapers, Inc. SNI is also focused on developing specialty niche products, such as our community lifestyle magazine, Selma The Magazine, and our digital products. The newspaper is consistently ranked among the best community daily newspapers in Alabama in the Alabama Press Association's Better Newspaper Contest.

Our company offers more than competitive salary and benefit packages, as we are an affiliate of Boone Newspapers, Inc., a community focused multi-media company headquartered in Tuscaloosa, Alabama that prides itself on producing quality products and quality people. Those who apply themselves, are productive and are willing to learn and pay their dues will be offered increased opportunities.

Those interested should send a non-returnable resume, with clips of stories and other work examples to Selma Times-Journal editor Justin Averelette at [justin.averette@selmatimes-journal.com](mailto:justin.averette@selmatimes-journal.com).

### Sports Editor

Want to be part of a fast-growing company in a rich sports environment? If so, The Paris News has the right position. A 8,000-six-day-a-week daily, The Paris News provides an outstanding community sports focus for the Red River Valley, covering high schools and colleges in Northeast Texas and Southeast Oklahoma. Only 90 minutes from the Metroplex, Paris is vibrant, growing community uniquely situated between Dallas, Texarkana and Oklahoma. The right candidate understands the importance of community journalism, the relationship between youth, prep, college and professional sports and have a keen ability to build strong relationships both inside and outside of the newspaper.

A knowledge of InDesign, photography, AP style and strong organizational skills are a key in enhancing leadership for the entire newsroom, a two-person department, and a host of freelance writers and photographers.

The full-time position includes benefits, including health insurance, vacation and sick leave. Hours naturally depend upon events to be covered. Send resume, references and

work samples to J.D. Davidson, publisher, at [jdavidson@theparisnews.com](mailto:jdavidson@theparisnews.com).

### Managing Editor

The Paris News, an award-winning daily newspaper in beautiful Northeast Texas, is in the market for a managing editor to lead a young, talented and eager staff. The right candidate understands how to blend high journalism standards and community newspaper responsibilities, and provide leadership to the newsroom, the entire company and a growing community.

Our managing editor should possess a wide-range of skills, including personnel development, page design, magazine design, writing, reporting, editing. Aside from the award-winning daily newspaper, The Paris News publishes a variety of niche glossy magazine products, led by the extremely popular Paris Life.

The Paris News, part of Southern Newspapers, Inc., offers an exceptional benefits package, including health insurance, dental and vision; 401(k); vacation; and holidays.

Those interested should send contact Publisher J.D. Davidson at [jdavidson@theparisnews.com](mailto:jdavidson@theparisnews.com).

### Pressman

The 114-year-old Herald-Citizen in Cookeville, Tenn., seeks an experienced pressman. A 9,000-circulation newspaper, the afternoon newspaper publishes six days a week, Sunday thru Friday.

In addition to the daily newspaper, Cookeville Newspapers, Inc., serves as a commercial printer for several regional weekly newspapers, and college and high school publications.

Cookeville is the economic hub of the Upper Cumberland region and is home to Tennessee Tech University, a new 1.6-million-square-foot Academy Sport + Outdoor distribution center and plentiful outdoor recreation opportunities. Conveniently located along I-40, Cookeville is also a short drive from Nashville, Knoxville and Chattanooga.

Offering competitive wage, benefits and company matched 401(k).

Candidates may apply at 1300 Neal St., Cookeville, TN, or email resume and a cover letter to Publisher Jack McNeely at [jack.mcneely@herald-citizen.com](mailto:jack.mcneely@herald-citizen.com).

The Herald-Citizen is an equal opportunity employer.

### Managing Editor

The 114-year-old Herald-Citizen in Cookeville, Tenn., seeks an experienced editor for its top newsroom position. The managing editor is responsible for news and editorial content for the six-day, 9,000-circulation newspaper and sister print and digital platforms.

Candidates need a collaborative management background, critical thinking skills, editorial writing ability and competency in coaching reporters and editors in reporting, writing, pho-

tography and social media journalism. We prize accurate, local news and sports coverage in print and online. Must also lead by example as regular writing/reporting is also expected.

The managing editor directs a staff of eight full-time journalists and co-chairs the editorial board with publisher. This person is also a key member of the senior management team and has a strong voice in strategic initiatives launched by the newspaper.

In addition to the daily newspaper, the Herald-Citizen publishes a weekly shopper, a website at [www.herald-citizen.com](http://www.herald-citizen.com), a community lifestyle magazines, as well as the recently launched Cookeville 360 app.

Cookeville is the economic hub of the Upper Cumberland region and is home to Tennessee Tech University, a new 1.6-million-square-foot Academy Sport + Outdoor distribution center and plentiful outdoor recreation opportunities. Conveniently located along I-40, Cookeville is also a short drive from Nashville, Knoxville and Chattanooga.

Interested candidates should send their resume, work samples of noteworthy journalism accomplishments, salary requirements and a cover letter to Publisher Jack McNeely at [jack.mcneely@herald-citizen.com](mailto:jack.mcneely@herald-citizen.com).

The Herald-Citizen is an equal opportunity employer.

### Editorial Coordinator

Greenville Newspapers LLC seeks an energetic and self-motivated editorial coordinator to join its award-winning staff. The position offers a chance to practice exclusively local community journalism in Luverne, Alabama — in the form of news writing, sports writing, opinion writing, photography and design.

Candidates must be proficient in all areas of reporting, editing, photography and pagination. This position requires a love of community, strong writing skills and the ability to work independently. Applicants should have a college degree in journalism or a related field and must be proficient in InDesign and Photoshop. The full-time position offers competitive salary and benefits, and opportunities to advance within the company. Compensation plan includes bonus opportunities, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, and paid holidays and sick leave.

Send resume, work samples and references to Greenville Newspapers LLC, managing editor Jonathan Bryant at [jonathan.bryant@greenvilleadvocate.com](mailto:jonathan.bryant@greenvilleadvocate.com).

### News/Sports Reporter

Montgomery Publishing, publishers of The Winona Times and The Conservative newspapers in Mississippi, has an opening for a news/sports reporter. The position would include coverage of general news of Montgomery and Carroll counties and sports for our five high school sports. In addition to strong writing skills in both general reporting and sports, the ideal candidate would be have also

have a working knowledge of newspaper design as well as a strong background in social media.

The Winona Times has been publishing in Montgomery County since 1881 and has a circulation of 2,900. Its sister paper, The Conservative, has been publishing in Carroll County since 1865 and has a circulation of 1,300. These two award-winning newspapers are focused on reporting LOCAL and in-depth news and sports. The newspaper office is located in Winona, Mississippi, at the intersection of Interstate 55 and Highway 82 in the center of the state. It is 90 miles from Jackson and 100 miles from Memphis, Tenn.

Compensation ranges from \$20,000 – \$25,000 (based on experience), 401(k), and health benefits.

To submit a resume and clips, candidates may email Amanda Sexton Ferguson at [publisher@winonatimes.com](mailto:publisher@winonatimes.com).

### 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](mailto: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.

### Sales/Marketing representative

Over The Mountain Journal is seeking an enthusiastic sales professional to join our growing sales team. We are looking for someone interested in working with locally owned businesses to help them develop successful marketing campaigns through both print and digital advertising.

This position will include managing current accounts as well as developing new business.

The ability to generate sales through face-to-face and telephone cold calling are critical to your success.

Prior advertising sales experience is preferred but not required. A proven track record of setting goals and achieving them with a positive and enthusiastic attitude is critical.

Please email resume to Maury Wald at [mwald@otmj.com](mailto:mwald@otmj.com).