

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

APRIL 2018

Important Dates

Online Media Campus

AP Style Refresher
Presenter: Ryan Martinez
May 17

The Online Media Campus, a partnership of the Southern Newspaper Publishers Association, the Iowa Newspaper Foundation and state press associations, offers a web archive of all webinars. Topics include: circulation, editorial, digital age, revenue, technology and management. [Click Here](#) to access the archive or visit www.onlinemediacampus.com

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

APA Summer Convention coming in July

Proposed APA bylaw amendment to be presented at the Summer Convention

1899 APA conference huge success

Newspapers join forces in First Amendment fight

The Clayton Record is back

Town Y'all brings new revenue and branding to community papers

Join APA's Digital Network

Archibald wins Pulitzer Prize

PDF format required for copyright and library submission

Printers and publishers unite to launch coalition to stop baseless newsprint tariffs

Department of Commerce adds more to newsprint tariffs



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

Board of Directors

Scott Brown, Chairman of the Board
The Decatur Daily
Kenneth Boone, President
Tallapoosa Publishers, Inc.
Horace Moore, First Vice President
The Northwest Alabamian
Jim Rainey, Second Vice President
The Tuscaloosa News
Robert Bozeman, The Evergreen Courant
Dee Ann Campbell
The Choctaw Sun-Advocate
Terry Connor, The Cullman Times
Bob Davis, The Anniston Star
Eddie Dodd, The Abbeville Herald
Denise DuBois, The Citizen of East Alabama
Tricia Clinton-Dunne
The Fort Payne Times-Journal
James Phillips, Daily Mountain Eagle
Parks Rogers, Gulf Coast Newspapers
Darrell Sandlin, TimesDaily
Steve Smith, The Dothan Eagle
K.A. Turner, Alabama Media Group

APA Staff

Felicia Mason, Executive Director
Brad English, Marketing/Governmental
Affairs Director
Leigh Leigh Tortorici, Senior
Marketing Representative
Jaclyn Langan, Membership Coordinator
Meegan Maxwell, Network Coordinator
Sarah Russell, Tearsheet Coordinator
Dennis R. Bailey, General Counsel
Scott Goldsmith, APA Accountant

APA Summer Convention coming in July



APA delegates will return to the Perdido Beach Resort for the 2018 Summer Convention, July 19-21.

Join us Thursday evening as we kick off the weekend with a sunset Dolphin cruise.

We will have two dynamic programs led by Ryan Dohrn, creator of the 360 Ad Sales Training system and a globally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio. Unlike other trainers, Ryan actually sells EVERY day!

Ryan's programs will include: **Teaching Old Sales Dogs New Tricks:** Maintaining a competitive edge in the media sales business is critical. It doesn't matter if you're new or a veteran seller, there is always so much to learn to keep that commission flowing. Ryan will share the top 10 sales habits he has observed over the years...success habits that you can replicate right away. He will give you his hard-earned tips on how to reduce risk for the client; the best ways to handle the, "print is dead" objection; ways to sell your own digital better; how to prospect with ease; the simple ways to educate them before they buy; and exactly what to say to get them 100% on board.

60 Media Sales Tips in 60 Minutes: Ryan has gathered the very best media sales tips from around the globe and is ready to share them with you. But, can you keep up? This is 60 minutes of fun where Ryan shares 60 ideas from his adventures working with over 400 media companies and over 5,000 media sales reps. Every idea is working today in media companies large and small. All ideas are proven and showing revenue results. This is a rapid-fire format where a live countdown clock on the screen will keep Ryan on track and keep you wondering how he has this much information packed into 60 minutes. Come prepared to take notes, laugh and maybe even cry.

The convention will also feature candidate forums for the 2018 general election. Candidates for attorney general, lieutenant governor and governor will be invited to participate.

The convention concludes with the recognition of the winners of the 2018 Better Newspaper Contest. Registration materials will go out soon, but you can [Click here](#) to BOOK YOUR HOTEL ROOM NOW or call the resort at (251) 981-9811 to make extensions on your stay or to upgrade your accommodations.

Proposed APA bylaw amendment to be presented at the Summer Convention

The APA Board of Directors approved an amendment to the bylaws to add magazines to the associate publication category.

The membership will be open to "representatives of for-profit magazines containing articles of general interest printed and published at least quarterly which subscribe to the purposes of the Association and desire the benefits of affiliation with this Association."

If approved, there will be four classifications of APA membership: Newspaper, Privileged (Retired), Publication Associate (publications that do not qualify

for active membership and magazines are added to this classification) and Associate (includes corporations and schools).

In addition, the amendment:

- Defines newspaper frequency as weekly or more frequently
- Defines Publication Associate as
 - a) for-profit newsprint publications of general circulation published monthly or more frequently and
 - b) for profit magazines containing articles of general interest and published at least quarterly

- Adds one member to the board from the Publication Associate Member classification (associate newspaper or magazine)
- Allows notices to members to be sent by electronic means or regular mail
- Requires an annual audit to be posted on the APA website, rather than mailed to members

[Click here](#) to view a copy of the proposed changes.

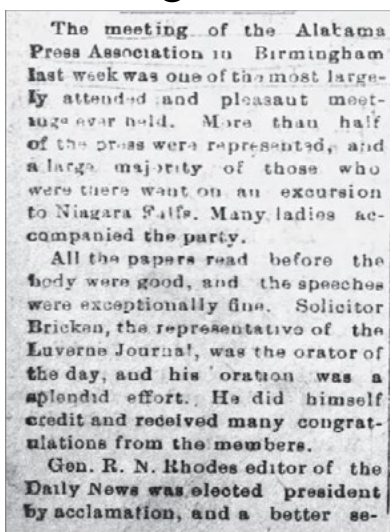
The membership will vote at the meeting on July 21, 2018 during the Summer Convention

1899 APA Conference huge success

While searching for information on family history, Bill Keller came across an article from the June 21, 1899 edition of *The Greenville Advocate*. The article describes a meeting of the Alabama Press Association. It reads as follows:

The meeting of the Alabama Press Association in Birmingham last week was one of the most largely attended and pleasant meetings ever held. More than half of the press were represented, and a large majority of those who were there went on an excursion to Niagara Falls. Many ladies accompanied the party.

All the papers read before the



body were good, and the speeches were exceptionally fine. Solicitor Bricken, the representative of The Luverne Journal, was the orator of the day and his oration was a splendid effort. He did himself credit and received many congratulations from the members.

Glen R. N. Rhodes editor of the Daily News was elected president by acclamation, and a better selection could not have been made. Mr. W.E. Yerby of Greensboro, was elected Vice President and J.A. Rountree Secretary for the 11th time, and the Association in the 28 years of its existence has never had a better one.

Download your house ads to send a message to Washington.

Newsprint tariffs are bad business for everyone.

Go to Bamanet and you'll see a "Tariff ad" folder inside the ad department. These ads - and others - are inside the folder. They are not password protected.

Make sure you read the updated story about the proposed tariffs on **page 10** in this issue of *AlaPressa*.

Newspapers join forces in First Amendment fight

The Montgomery Advertiser, Alabama Media Group and The Associated Press have filed a joint motion to unseal Alabama's execution protocol on First Amendment grounds.

The motion, filed in the U.S. District Court for the Northern District of Alabama, seeks to intervene in the case of Doyle Lee Hamm, a death row inmate who walked out of the execution chamber last month after execution officials couldn't find a suitable vein for lethal injection. The Advertiser seeks to unseal certain documents in Hamm's case in addition to the state's general execution protocol.

Alabama halted executions in 2014 after it ran out of pentobarbital, a sedative used in the execution process. Later the same year, the Alabama Department of Corrections adopted a new three-drug protocol that includes a sedative, a paralyzing agent and potassium chloride, which stops the heart.

Alabama has not released information on how and where it

procures its execution drugs. The state has also remained tight-lipped about other protocols and procedures leading up to executions.

"There are few things the citizens of Alabama need to know more than how the state is executing someone," Advertiser Executive Editor Bro Krift said. "Open government is good government."

ADOC officials called off his lethal injection attempt at Holman Correctional Facility shortly before midnight on Feb. 22. ADOC officials said it was a time issue. Hamm's death warrant expired at midnight, but Hamm's legal team say multiple attempts to set an IV in his lower legs and groin led to extreme pain, possible infection and psychological distress.

Hamm argued in court the execution attempt amounted to cruel and unusual punishment. His lawyers had previously warned the court his veins were too damaged from medical issues to be accessed for an IV line. "Without access to the protocol, it is impossible for

the public to understand if the failure was due to a problem inherent in protocol, or to some other cause," the intervention memo states.

Hamm's lawyer said both parties had reached a settlement, and Alabama would not seek a second execution date. The Alabama Attorney General's Office declined to comment on whether or not Hamm was still considered a death row inmate.

"This case concerns a matter of intense public interest: the method by which the State of Alabama exercises the power to put people to death," the memo states. "Doyle Lee Hamm claimed that executing him under the procedures prescribed by Alabama's execution protocol would violate the Eighth Amendment's prohibition on cruel and unusual punishment. Yet the key evidence describing Alabama's execution protocol remains sealed and, as a result, the public is unable to fully assess Hamm's claim or to evaluate the manner in which it was resolved."

The Clayton Record is back

After the newspaper was sold in March of last year and then closed a few months later, The Clayton Record published again on April 5.

Rebecca Beasley and her daughter, Laney Gullede, reopened the paper that had been in their family since 1915.

Rebecca Beasley sold the paper to Blake Gumprecht, a college professor from New Hampshire. Her family had owned the paper for 102 years. Beasley said the decision to sell the paper last year came after much thought, prayer and contemplation. "We thought we were giving our community newspaper new life and a promising future," Beasley said. "Things did not turn out the way we hoped it to be."

After the resolution of a defamation of character suit, Beasley re-

gained the rights to The Record, the building and the newspaper assets.

Beasley said since the newspaper closed, she had been asked over and over, "when are we getting our paper back," and "we don't have The Clayton Record to know what is going on," or "we miss our paper."

Laney Gullede will serve as editor, and Rebecca will be editor emeritus.

"Like the citizens of Clayton, we are excited to have The Clayton Record back in operation," APA Executive Director Felicia Mason said. "It is a true testament to the value of community journalism for a community to 'wish' their newspaper back. Welcome back."

The Clayton Record

Covering Barbour County
from the County Seat

Barbour County's only
home-owned newspaper

EVENTS MISSED: Pilgrimage to the Holy Land, Page 1
ELECTION: Barbour County, Page 2
CLAYTON RECORD: Clayton, Page 3

Clayton Record returns

REBECCA BEASLEY and her daughter, **LANEY GULLEDE**, are shown in the photo above. The Clayton Record is back in operation after being sold to Blake Gumprecht, a college professor from New Hampshire. The paper was sold last year after 102 years of ownership by the Beasley family. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million.

CLAYTON RECORD - Laney Gullede and Rebecca Beasley are shown in the photo above. The Clayton Record is back in operation after being sold to Blake Gumprecht, a college professor from New Hampshire. The paper was sold last year after 102 years of ownership by the Beasley family. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million.

CLAYTON RECORD - Laney Gullede and Rebecca Beasley are shown in the photo above. The Clayton Record is back in operation after being sold to Blake Gumprecht, a college professor from New Hampshire. The paper was sold last year after 102 years of ownership by the Beasley family. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million. The paper was sold to Gumprecht for \$1 million.

Town Y'all brings new revenue and branding to community papers

Community newspapers are always looking for ways to diversify their revenue and their clients.

Through a sponsor-based event model called Town Y'all, veteran Birmingham-based journalist Cindy Fisher has developed a way to help newspapers do both.

Town Y'all events run in partnership with newspapers, and it is turnkey. Town Y'all plans and promotes events, writes editorial content about the events and trains the advertising staff to sell sponsorships that are geared toward larger clients, such as utility companies, banks, hospitals and other bigger clients that have budget dollars beyond print and online.

Fisher, who served as a reporter for 10 years and an editor for nine years, said she formed Town Y'all to handle the legwork of an event, knowing few newspapers have staff with the time or expertise to put one together.

"I helped organize a dozen events a year when I was at the Birmingham Business Journal, so I used that experience to establish a sponsor-based event model that gives companies one-on-one, in-person access to the community, while also branding the newspaper as a thought leader and influencer in their town," Fisher said.

Town Y'all hosted its first town hall panel with the Trussville Tribune on March 6, and it was a huge success. More than 400 residents attended the panel of city leaders and developers gathered to talk about the city's downtown redevelopment plans. The event had six sponsors and a profit margin of 35 percent for the paper.

"Our sponsors were thrilled with the crowd and considered it well worth the investment," said Trussville Tribune Publisher Scott Buttram.

Having Town Y'all handle the editorial content and social media posts also freed up the editorial staff to do the day-to-day news while insulating them from being involved in the advertorial event, Buttram said.

"As a publisher, I strongly recom-



The inaugural Town Y'all meeting and panel was held in Trussville on March 6. (photo by Michael E. Palmer.)

mend newspapers partner with Town Y'all," he said. "You will increase your own brand while offering a wonderful new opportunity for your advertisers and adding a much-needed revenue product to your business."

"Newspapers are no longer simply a tangible print product or distributor of content through online editions and social media posts. Newspapers need to serve a new, integral role in their community – that of advocate." -Cindy Fisher

Fisher said Town Y'all brings to newspapers what is essential to their future – relevance. "Newspapers are no longer simply a tangible print product or distributor of content through online editions and social media posts," Fisher said. "Newspapers need to serve a new, integral role in their community – that of

advocate."

Events like Town Y'all give newspapers the ability to be proactive and bring people together to engage in tough conversations about issues affecting their town and to push for a solution, Fisher said. When newspapers assert their role as community leader for content and advocacy at a hyperlocal level that no other publication or entity can duplicate, they become essential, she said.

"They dominate the market and grow and legitimately own an audience that believes in them, listens to them, follows them. That audience is valuable, not only for the newspaper's survival but for the community it serves," Fisher said.

Building an audience isn't new to newspapers, but monetizing a local, in-person audience is. However, Fisher has found that companies want to sponsor events that demonstrate their goodwill in the community while reaching potential customers and growing their business. Newspapers have the clout to own this role, Fisher said.

"Town Y'all is one of many new revenue products that will not only help newspapers survive but thrive," she said.

see **Town Y'all** on page 11

People

Horace Moore, publisher of The Times Record, is proud to announce the promotion of **Dean Maddox** to the position of news editor. Maddox will replace Michael Palmer, who has returned to The Times-Record's sister paper, The Journal Record in Hamilton. A native of Fayette, Maddox first started at The Times-Record in 2003.

The Demopolis Times announces that **Amanda Alexander** has joined the local newspaper staff as advertising department coordinator.

As advertising coordinator, Alexander will organize the Time's sales efforts in print, promotions and digital, as well as Demopolis Magazine.

Haley Cotter is the newest member of The Advertiser-Glean news team, as a staff reporter replacing Cindy McGregor.

After graduating from Auburn University at Montgomery in 2017, Cotter worked as a communications intern for the Ledges in Huntsville where she managed social media, wrote articles and contributed to the Ledge's bi-monthly newsletter.

Pickens County Herald welcomes new staff additions: **Gina Huff**, as editor and **Sparrow Estes**, as layout and a design manager.

Katherine Hepperle has been named as the new editor for the Geneva County Reaper. Hepperle moved to Geneva from Portland, Oregon in 2017.

Sarah Hodge will join the Geneva County Reaper as its newest staff reporter. Hodge was raised in Geneva County and is currently working towards her BA in journalism and mass communications.

Rachel King is the newest addition to the Valley Times-News and its affiliated publications, as a general assignment reporter.

King, a native of Dothan, graduated from Auburn University with a BA in journalism.

Blake DeShazo has been named as editor of The Selma Times-Journal.

DeShazo has been with the Times-Journal for a combined two and a half years and is a graduate of Auburn University, where he earned a degree in radio, television and film.

In his new role, DeShazo will assist a soon-to-be-named editor with planning each day's edition of the newspaper and the many special sections the newspaper publishes. He will continue to write articles and cover community meetings and events.

A newspaper icon recognized in Conecuh County

Reid State Technical College in Evergreen was host recently to a hometown celebration of the famous Evergreen Courant chair. A portrait of the chair was placed in the library and joined other portraits from around Evergreen including the clock tower at City Hall, the L&N depot and the Reid library. Portraits were painted by local artist Joy Wilson.

The Evergreen Courant's famous chair and cigar box honor system ought to end up in the Smithsonian or Newseum someday.

The old wooden chair that has "sold" thousands of newspapers for decades from its spot just outside The Courant's office on Rural Street in Evergreen.

No one's exactly sure when the chair was first used for this purpose, but folks agree it has been selling papers since World War II.

Robert Bozeman III is the third



Local artist Joy Wilson pictured holding her portrait of the Evergreen Courant chair.

generation to own and run the south Alabama weekly newspaper in Conecuh County. He follows in the footsteps of his father, Bob, and grandfather, Gaston. "All I know is that the chair was there when I was born and before,

so I would say it's at least 60 to 70 years old," Bozeman said.

Somebody suggested to Robert that putting a recliner and a coffee pot next to the stack of weekly papers for eager Conecuh countians who can't wait to get home to read their hometown paper.

Longtime Conecuh countians say "the chair in front of The Courant" has been an Evergreen, Alabama, icon forever.

"I will be 65 this year, and that chair has been a fixture at The Evergreen Courant for as long as I can remember," Ed Williams, retired Auburn University journalism professor and native of Conecuh County said.

"Community journalism is the best," said Williams, who worked at weekly and daily papers before teaching journalism at Auburn for 30 years. "Long may it live."

Join APA's Digital Network

APA started a Digital Network over two years ago, and we currently have 40+ newspapers across the state that participate and offer APA a dedicated spot on their website for ads to run in 30-day increments. We would like to get even more of you on board to offer true, statewide coverage.

If your newspaper is not already participating in the Digital Network, we hope you will consider joining. Much like the Print Network, each participating paper gets an equal portion of the revenue from every ad sold on the Digital Network. It also helps APA/ANAS to keep member dues low and services high. These programs go a long way in support-

ing everything from legal assistance to lobbying expenses, sales efforts, and convention costs.

Ads beget more ads and can spark local competition. So if you aren't selling out of all your inventory, this might help you get more local advertisers on your website. We try to be selective in who we offer the program to in order to avoid a conflict with your local sales efforts, and we limit the inventory to 5 or less ads per month.

Our clients who have used the Digital Network have been thrilled with the interaction and referrals they are getting from our members' sites to theirs. We have some state agencies that are running 6-month

and yearlong contracts, and other seasonal advertisers that pop up during the year.

Papers get to choose which size you'd like to offer (728x90, 300x250, or 180x250) and where it will appear on your site.

You will need to have access (or have someone else that does) to place a string of code that APA provides onto your website, and then we feed the ads up each month. You won't have to do anything else once the code is in place.

Again, you do not bill for these ads, just like the other networks. APA will include your portion of each ad sold in with the network check that you get at the end of the year.



Be a smarty pants!

reach **1.2 million people** in up to **121 newspapers** with **1 order** using Alabama's statewide newspaper classified ad program ... with **huge savings!**

3 easy steps:

1. Select your classified category.
2. Send us the text.
3. Pick the timeframe: Your ad will place into as many as 121 Alabama newspapers during the timeframe you selected.

3 things to know:

1. Ads must be prepaid or funds verified
2. Due to the program's size, tear sheets are available by request. 3-5 can be provided for each week your ad runs.
3. **We now offer regional buys for even greater savings!**

Want even better ROI?
 Adding print to your digital campaign can improve ROI up to five times. Not doing digital? We can help!

To learn more or place an order, contact us at

Phone: 205.871.7737

Email: meegan@alabamapress.org

Website: www.alabamapress.org



Archibald wins Pulitzer Prize



John Archibald

Alabama Media Group writer John Archibald won a Pulitzer Prize for lyrical and courageous commentary that is rooted in Alabama but has a national resonance in scrutinizing corrupt politicians, championing the rights of women and calling out hypocrisy.

Archibald graduated in journalism from the University of Alabama. While in school, he was a copy editor and editorial page editor at the student newspaper, The Crimson White.

He began working at The Birmingham News in 1986. He has been a government reporter covering City Hall and investigative reporter, before starting his column in 2004. He also works for AMG's Reckon, a multimedia feature covering social issues.

Archibald was recognized for a series of columns dealing with the Senate race between Roy Moore and Doug Jones.

Cullman Times changes publication schedule

The Cullman Times cut their publication schedule from 6 days a week to 5. The paper is also converting from carrier delivery to mail delivery. The Saturday and Sunday papers have been combined into a weekend edition that is mailed on Saturday.

In his column announcing the change, Publisher Terry Connor said, "Factors dictating this conversion include changing newspaper advertising trends due partly to

more online shopping, rising federal tariffs on newsprint and the evolving habits of our audience related to information consumption via the Internet. Today, many of our customers find The Times' online content, including the delivery of our digital e-edition (a replica of the print edition), breaking news alerts and a daily newsletter, better for their lifestyle."

The Times offers an online edition, which is a replica of the print

edition, as well as online content with breaking news alerts and a daily newsletter.

"The Times is enjoying its largest audience ever," Connor said. "In addition to thousands of print readers, each month an average of more than 141,325 unique visitors go to our digital platform – cullmantimes.com – via desktops, laptops, tablets and mobile devices. In January, unique visitors increased 5.4 percent compared to January 2017."

Auburn students get real life experience

The Montgomery Advertiser will provide Auburn University journalism students with an opportunity to gain real-life experience by reporting on some of the races in Alabama's general election.

Seniors taking Auburn's advanced reporting class in the fall semester will write stories about some of the lower-profile races for statewide and regional offices. They will also be in the Advertiser's newsroom on election night Nov. 6 to report the outcome of those races.

"It's a tremendous opportunity for us to work with the Auburn students, providing them with first-hand experience but also providing the paper a way to build a strong relationship with the next generation of reporters in Alabama. In the end, everyone, including our readers, is a winner," Advertiser Executive Editor Bro Krift said.

Eighteen students have signed up for the advanced reporting course. Most are active in student media at Auburn, but writing for the Advertiser will give them experience beyond the university community. "As a news organization, one of the most important jobs we have is to keep the electorate informed and prepared to make decisions when they hit the voting booth. We couldn't do that as well without the Auburn students' upcoming work," Krift said.

The opportunity with the Advertiser will let students experience the intense pressure of election-night reporting and give them articles to use in their job searches when they graduate in the spring, said Phillip Rawls, a retired Associated Press reporter who will teach the advanced reporting class.

The Advertiser has long provided support to high school and university journalism programs in the state, with Krift and his staff speaking to classes and providing tours of the Advertiser's operations in downtown Montgomery.



Industry News

Eviesays.com launches online event calendars on American Hometown Publishing Newspapers

Growing media company American Hometown Publishing Inc., is partnering with EvieSays, a search engine for event and entertainment listings, to power online event and entertainment calendars across its newspaper properties.

The agreement means that American Hometown Publishing (AHP) will adopt the EvieSays calendar technology at its dozen newspaper websites. The calendars will enable visitors to find, browse, and interact with thousands of event listings nationwide residing at the EvieSays.com website.

The EvieSays platform allows users to export their favorite listings to their personal calendar software, email listings to friends, and get directions to thousands of performance venues in the region. Users will also be able to submit listings through the website to be featured in AHP's print editions.

AHP Chief Strategy Officer David Arkin said "things to do" is a huge growth category that the

company is focused on.

"We believe the EvieSays platform will give our newspapers a robust platform that will help readers unlock the many wonderful things they can do in their communities," Arkin said.

Bruce Dobie, President and CEO of Dobie Media Inc., is looking forward to the future. "We're so excited to work with the American Hometown Publishing team and their newspapers as we see how important go-and-do information is becoming to their company. They are pushing the envelope with new and innovative ideas and are acquiring newspapers in markets where events are critically important to their audience. Our technology will increase the volume of calendar content they're offering their readers and make it easy for their audience to share information."

EvieSays is a web-based calendar listings tool providing information about events and activities in towns and communities in the United States. EvieSays partners

with approximately 530 media sites (radio, TV, print, and online media) to get its content and technology in front of hundreds of thousands of viewers every day. Its advertising model allows media partners to reap immediate revenues and at the same time deliver a valuable service to their visitors. For additional information about EvieSays, contact Bruce Dobie at 615-351-2489 or sales@eviesays.com.

Founded in 2005, American Hometown Publishing is a community media company with newspapers, magazines, and websites serving readers and advertisers in Florida, Oklahoma, Tennessee, and Virginia. In 2016, AHP launched Hometown Digital Solutions, a digital marketing services company that offers a complete suite of products to help our advertisers thrive online. Our mission is to tell the truth, enlighten, entertain, and inform our communities with 1st-class content, advertising, and service.

PDF format required for copyright and library submission

The Copyright Office and Library of Congress have transitioned from microfilm submissions of newspapers to PDF format. The new format requirements are in place, and PDF is required immediately.

The microfilm deposit is a voluntary supplement for people who are worried about complying with the PDF requirement. The copyright offices will allow the voluntary deposit of microfilm (along with mandatory deposit of PDF) until Dec. 31, 2019.

PDFs are required as of March 31, 2018.

The News Media Alliance has been working with the Library on mandatory deposits and the Copyright Office on registration to develop a specification for the new PDF submission format requirements.

[Click Here](https://www.newsmediaalliance.org/advocacy/copyright-resource-center/filing-requirements/) to visit <https://www.newsmediaalliance.org/advocacy/copyright-resource-center/filing-requirements/> for background, filing guidance and reference tools for

the new format and transition details.

Contact Danielle Coffey (danielle@newsmediaalliance.org) with any questions.



LEWIS FLOYD
Senior Associate

Buying or Selling?

I can help you with either one including the value of your property or the publication you are buying.

Grimes, McGovern
& ASSOCIATES
FORMERLY W.B. GRIMES & CO. SINCE 1959

(850) 532-9466 | lfloydmedia@gmail.com | MediaManagers.com

Printers and publishers unite to launch coalition to stop baseless newsprint tariffs

The newspaper industry is fighting newsprint tariffs that are driving up newsprint prices to unprecedented levels. Here are two ways that you can help.

Earlier this month, APA sent out a letter from Congressmen Bradley Byrne and Gary Palmer, supporting the newspaper's fight against the tariffs. [Click here](#) to see a copy of the letter.

Bo Bolton, publisher of The Monroe Journal in Monroeville, visited Congressman Byrne recently and shared our concerns. The letter urges Secretary of Commerce Wilbur Ross to consider the damaging effect the tariffs will have on our industry.

On the national level, members of the printing, publishing and paper-producing industries, which employ more than 600,000 workers, have announced the formation of Stop Tariffs on Printers & Publishers (STOPP), a coalition to fight proposed countervailing duties (CVD) and anti-dumping duties (AD) on imports of Canadian uncoated groundwood papers including newsprint and other papers. These preliminary duties, which were assessed by the Department of Commerce in January and March, respectively, are the result of a petition filed by one company, North Pacific Paper Company (NORPAC), an outlier in the paper industry that is looking to use the U.S. government for its own financial gain. The STOPP coalition is concerned that these CVD and AD duties, which range up to 32 percent combined, will saddle U.S. printing and publishing businesses with increased costs and threaten thousands of American jobs.

The Coalition is asking the International Trade Commission (ITC) and the U.S. Congress to reject these newsprint tariffs and protect U.S. jobs. With the announcement, STOPP has launched a new website, www.stopnewsprinttariffs.org, and is inviting other interested parties to join in the fight to overturn these tariffs.

APA members can help by contacting your Congressman or Congresswoman and ask them to contact Secretary Ross with this important message. Also, please thank Congressmen Byrne and Palmer for standing up for Ala-

bama newspapers. Let them know how important this is to us.

"A decision by the federal government to impose tariffs on our paper supply would imperil our news-gathering missions and put jobs in jeopardy at our newspapers..."

-Susan Rowell

Members of the STOPP coalition include: American Society of News Editors, Association of Alternative Newsmedia, Association of American Publishers, Association for Print Technologies, Book Manufacturer's Institute, Catalyst Paper, Inland Press Association, Kruger, Local Search As-

sociation, National Newspaper Association, News Media Alliance, Printing Industries of America, Quad Graphics, Rayonier Advance Materials, Resolute Forest Products, Southern Newspaper Publishers Association, Trusted Media Brands (formerly Readers Digest Association), Valassis Communications, and Worzalla.

The impact of these tariffs on newspapers, paper producers, book publishers and others have the potential to be devastating to entire industries.

"Newsprint is the second largest expense for small newspapers after human resource costs," explained Susan Rowell, publisher of the Lancaster (SC) News and president of the National Newspaper Association. "A decision by the federal government to impose tariffs on our paper supply would imperil our news-gathering missions and put jobs in jeopardy at our newspapers and at many other organizations and companies in our communities that rely upon a healthy newspaper."



A single newsprint company has convinced our government to tax the paper that is used in newspapers, books and other publications. The rest of the industry opposes this new tax.

Now, increased paper costs are threatening thousands of jobs in the printing and publishing industry. Is this how our trade laws should be used?

Abuse of Our Trade Laws

Will Kill American Jobs.

Tell your representatives in Congress to stop the new paper tariffs and protect American jobs.

202.225.3121
stopnewsprinttariffs.org

stopp STOP TARIFFS ON PRINTERS & PUBLISHERS

Department of Commerce adds more to newsprint tariffs

A second blow against newspapers was announced recently by the U. S. Department of Commerce in the form of heavy tariffs on the North American paper supply.

A preliminary decision in an anti-dumping case brought last summer by northwestern U.S. producer NORPAC came from the Department on March 13. Commerce said it was ordering duties up to 22.16 percent on Canadian newsprint production, to be added to the January assessments of 4.4 to 9 percent from a related case on countervailing subsidies.

NNA President Susan Rowell, publisher of the Lancaster (SC) News, said the announcement was an indication that the final outcomes of the trade cases could deal a debilitating blow to the newspaper industry. Paper producers have already announced significant price increases in an attempt to absorb the duties.

"This is an extremely unfortunate development and it just demonstrates

how a too-mechanical application of trade policy can be turned on its ear to damage the US economy," Rowell said. "Canadian producers supply most of the U.S. newsprint, and they will continue to do so in an industry where new newsprint mills are highly unlikely."

The Commerce Department simply misunderstands the nature of the newsprint markets today if it believes that heavy duties are going to somehow stimulate new U.S. production. Large newspapers will move more rapidly to digital and smaller newspapers will simply be unable to afford the increases.

"We are painfully aware that some newspapers will not survive this upheaval. For those who do, it will be at the expense of a diminished news mission. Our readers, customers and community will pay the price, just so NORPAC, one small mill in Washington state, can use trade laws to a very temporary advantage. Long term, we will all lose."

Rowell said the decision arrived just as publishers from nearly 30 states are arriving in Washington, DC, to take their complaints about the trade case to Capitol Hill.

"Congress must get this train back on the right track," she said. "Already many in Congress have expressed their alarm and noted the potential for major job losses as a result of these trade cases. We need our elected representatives to stand up for community journalism right away and explain the realities of the newsprint world to the trade analysts."

National Newspaper Association represents about 2,400 members, primarily small-town weekly newspapers across the United States. It was established in 1885. NNA is a member of the STOPP Coalition—Stop the Tariffs on Printers and Publishers. primarily small-town weekly newspapers across the United States. It was established in 1885. NNA is a member of the STOPP Coalition—Stop the Tariffs on Printers and Publishers.

Town Y'all

continued from page 3

Cindy Fisher (Crawford) is a Tuscaloosa native with 20 years of newspaper experience. She has worked as a reporter at the Birmingham Post-Herald, the Waterbury (CT) Republican-American and Daytona Beach-News Journal, and as editor of the Birmingham Business Journal for nearly a decade. She is founder of Kingfisher Media, a multimedia publishing firm that offers innovative revenue solutions to community newspapers by diversifying advertising options and clientele.

Fisher also grew up attending Alabama Press Association conventions as the daughter of public relations executive Brad Fisher, who edited The Alabama Publisher from 1989 to 2002. You can reach Cindy Fisher at cindy@townyall.com or 205-789-0973.



ALABAMA PUBLIC NOTICE

Citizens who want to know more about the actions of local, county and state government can easily access public notices free of charge, 24 hours a day, in one convenient location. At no charge, find details regarding foreclosures, advertisements for bids, or details about other government, business and judicial activities that are legally required to be published in the newspapers, or sign up for a Smart Search subscription to receive automatic search results daily for specific notices at a low monthly rate.

WHAT IS APTN? WHY PUBLIC NOTICE? SMART SEARCH

WELCOME TO OUR NEWLY UPGRADED WEBSITE

During our transition, if you are looking for notices not found on this site, you may access our old site at alabamapublicnotices.com. Notices that were on the old site will be transferred to the new site in the coming weeks.

Our new site includes better search options for public notices published in Alabama newspapers and a more advanced Smart Search subscription option. For assistance using the website and searching the database, click "help" at the top.

Notice anything new?

Please remember to upload your public notices to our new site, and to promote the site to your readers.

You strive to give your readers the most up-to-date information possible. Make sure that information includes the most current public notices available.

AlabamaPublicNotices.com



TownNews.com acquires Field 59

TownNews, creator of the media industry's leading multimedia content management platform, announced today that it is acquiring Field59, producer of acclaimed video management and streaming solutions for media organizations.

"We are thrilled to have Field59 join the TownNews.com team," said Brad Ward, CEO of TownNews.com. "Field59 has been a strong and trusted partner for several years. Integration of Field59's video platform within BLOX CMS allows our customers to have broadcast quality video available for their desktop, mobile, and OTT applications."

"I'm extremely excited. Our partnership with TownNews.com has been very rewarding," said Derek Gebler, CEO of Field59. "We're bring-

ing to the table more than 15 years of experience working with broadcasters and their digital video workflows. Field59's video solutions are the perfect fit for TownNews.com's complete digital media offering."

The acquisition will help clients of both companies navigate a market facing upheaval from changing media consumption habits and overhauled regulatory guidelines.

"We've strived for nearly 30 years to bring our customers emerging technology that can help them successfully evolve their business models," said Marc Wilson, executive chairman of TownNews.com. "The FCC's recent change in cross-ownership rules makes it easier for media companies to deliver their news and advertising content in new ways. As consumer

habits continue to change, TownNews.com is pleased that we can, with this acquisition, provide another set of elegant yet inexpensive tools to create better communications channels between media companies and their audiences."

"Video is such a big piece of the digital media puzzle," Gebler said. "We've always focused on making the video workflow as seamless as possible. With TownNews.com, we will be able to continue and expand on that philosophy."



Obituaries

Rob Rice

Rob Rice, publisher of The Blount Countian in Oneonta, passed away unexpectedly on March 29. He was 49.

Rice purchased the newspaper from Molly Howard. He had worked as managing editor, sports editor, advertising manager and editor. Rice was a graduate of Andrew College in Cuthbert, Ga., with a business degree. He worked in radio for 10 years before joining the paper.

The Blount Countian was founded in 1894 by Forney G. Stephens, a relative of Molly Howard, as The Southern Democrat. The name was changed in 1989 to The Blount Countian.

At the time Rice purchased the



Rob Rice

newspaper, Howard wrote this in her column: "Rob knows the county like the back of his hand and an amazing number of individuals by more than just name, and he has a deep con-

cern for all the county and its people. He has sound judgment. He makes decisions only after thinking things through. He isn't afraid of work, and there's plenty of that at a county newspaper."

He was president of the Oneonta Park and Recreation Board, a Blount County Children's Center board member, a board member with OFFER, and a member of Redeemer Community Church, where he was part of the worship experience team.

He is survived by his wife Jamie Rice; sons Jakob Rice, deputy Justin (Jessica) Moore, staff sergeant Chase (Tiffany) Moore; grandchildren Carson Blakey and Declan Moore; nephew Caleb Rice (Meghan) Minshew.

Bob Ward

Bob Ward, retired editor of The Huntsville Times, died March 20 at this home in Huntsville. He was 83.

Ward, a native of Birmingham, earned a bachelor's degree in journalism from the University of Alabama in 1956. He was the university's Outstanding Journalism Alumnus in 1996.

He joined The Huntsville Times in 1957, where he covered the space program, and rose to editor in chief

in his 43 years with the paper.

Ward was also president and chairman of the Chamber of Commerce of Huntsville/Madison County, the Leadership 2000 program and the Huntsville Press Club. He was an officer or board member of the Land Trust, Cummings Research Park Board and Huntsville Symphony Orchestra Association.

He was married for 60 years to Barbara Ann Byrne Ward and had a daughter, two sons and three grandchildren.



Bob Ward

When it comes to sales, *you* have to believe in your product before others will



by Brad English
APA

Depending on how long you've been in the newspaper business, and to some extent the size of your operation, you've no doubt had the opportunity to hear and attend countless workshops and read dozens of columns and articles on the makeup of a great salesperson.

So what's the one thing that all salespeople must do to be successful? Easy. Make the calls, right? Whether it's setting up an appointment, or making the call itself, some may say that's the number one thing a salesperson must be willing to do in order to succeed. Well, that's certainly important.

But I'm convinced what goes into making a good, if not great,

salesperson is not unlike that which makes up someone at the top of any profession. Teachers, lawyers, doctors. You name it. Some are better than others. So what separates the really good ones from the also-rans? Believing in what they do. And I'm talking really believing.

We've all heard and read about the importance of knowing your product. But what about believing in your product and the solutions it can provide your customer? It's one thing to know the features and benefits of what you are selling, but if you don't believe in the product, why should your prospect?

Do you think it's priced fairly? Why or why not? What about delivering the audience? Newspapers are dying, right? Do you believe that? If you have any doubt, you can bet your prospect will have tons.

Over the past eight years, I've spent a good bit of time in Montgomery lobbying on behalf of our

newspapers. And I've noticed the most successful lobbyists not only know both sides of the issue regarding a piece of legislation, but firmly believe in what they are "selling" to the legislators.

What if you walked into next week's sales meeting and told your reps you expected them to call on 10 new accounts this week. They would be offering full page ads – but with free color. Then you told them you expected at least 5 full pages, what would be the reaction? How many would be excited? Not too many, I'm guessing.

Now what if you told them they could sell the full pages for \$25 a piece? Maybe a different reaction? Probably.

It may be an oversimplification, but we spend so much time in sales meeting talking about selling the value of our product to our customers. I wonder how much time we spend selling its value to our own salespeople?

A sales principle that bears repeating



Ad-libs
by John Foust

Carl is a marketing manager who has been on the receiving end of hundreds of media presentations. He knows a thing or two about effective sales techniques. "Most of the time, I'm the point person to gather information about advertising options," he said. "I frequently need to pass information along to others in the company. Usually there's a written proposal, but that doesn't tell the whole story.

"To make fair decisions, I need to share the key points I hear," he explained. "It's important for sales people to provide me with solid, repeatable product information.

The best presentations make those printed proposals come to life."

Be repeatable. That's a strong recommendation from Carl. Here are some ways to accomplish that in a sales presentation:

1. Keep it simple. This is the first rule for just about every type of communication, because we are bombarded with more messages than ever before. The simple messages have sticking power, while the complicated ones get lost in the crowd.

I'm reminded of the Telephone Game, an old school child's game which demonstrates how a message can change as it is relayed to others. People sit or stand in a line or circle. The first person whispers a phrase to the second person, who whispers it to the third. And so it goes, until the last person announces the

message as he or she heard it. Unless it is simple, the ending message usually bears only a faint resemblance to the initial words.

To make things clear and repeatable, eliminate technical terminology and use language that is easy to understand.

2. Make it visual. We think in pictures. That's why it's natural for us to have a better memory for visual images than for words. The more vivid the image, the easier it is to repeat to others.

A sales person once told me about using a Venn diagram in a presentation. She drew three overlapping circles on her legal pad.

see point of view page 14

point of view

from page 13

One circle represented the print edition of her newspaper, one represented their online product and one represented other media being used by the advertiser. The segment where all three overlapped indicated those times when all three had to be carefully coordinated to work together. It was a clear visual image which

gave the advertiser a repeatable sales point.

3. Make it personal. Cookie-cutter presentations are a waste of time for everyone – especially prospects. Of course, there are standard things which should be included in every presentation, but each one must have a stamp of individuality. A presentation should be about the prospect and no one else.

A person's favorite topic of conversation is himself or herself. And a decision maker's favorite topic is the decision. To make a

presentation personal, show the other person – and his or her company – how they can benefit from the ideas you are proposing. Talk about results from their unique point of view.

Without a doubt, if you create repeatable sales points, you'll increase your chances of making that big sale.

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information: john@john-foust.com

Taking aim at open government



by Bob Davis
The Anniston Star

Reprinted from Sunshine Week 2018. When we last visited the next step in improving Alabama's open-government laws, state lawmakers were challenged to use a 2013 gun law as a model of better informing the public — the people they were elected to serve.

We are in the third month of the 2018 session of the state Legislature and, alas, nothing has happened on this vital front.

It's not too late, though, and the end of Sunshine Week should be enough of a convincer.

Before we get ahead of ourselves, let's define some terms.

Sunshine Week promotes freedom of information and is sponsored by the American Society of News Editors and the Reporters Committee for Freedom of the Press. It concluded Saturday, though, if done properly, every week could be Sunshine Week when it comes to state government.

The gun law in question was created in 2013. It mandated that people could carry firearms into government buildings such as libraries, rec centers and museums. Among the exceptions were courthouses and police stations.

Another part of the law required the attorney general to look into citizen complaints that the law isn't being followed. It works like this:

(1.) Citizens file a report to the AG's office claiming they are barred from carrying at a government building, say a library or museum or community center. (2.) Staffers from the office of the attorney general look into the details of the complaint, typically reaching out to the administrators of the building in question. (3.) If the building should allow the carrying of firearms, state attorneys convince the local government to reverse its no-guns policy. (4.) Either way, the attorney general informs the public of its finding.



A late December announcement from Attorney General Steve Marshall found:

-- Birmingham's Southern Museum of Flight can ban firearms "because it actively excludes unauthorized persons from entry and requires the purchase of an admission ticket to enter."

-- Multiple prohibitions by the City of Auburn were ruled improper. City officials noted the city "has not enforced this ordinance and will not

do so in the future."

-- The Alabama Department of Agriculture and Industries prohibition of firearms at the Montgomery State Farmers Market was not allowed. The AG outlined the fine points of the law and officials from the Department of Agriculture and Industries "removed the signs prohibiting firearms."

-- The Huntsville Hospital Health System's banning of firearms from a facility that is in part used to treat people with "psychiatric, mental and emotional disorders" is within the bounds of law because guns can be prohibited "inside a facility which provides inpatient or custodial care of those with psychiatric, mental or emotional disorders," according to the attorney general.

You get the point. A citizen thinks the government is out of line. The state's law-enforcement arm checks it out and either persuades the government agency or body to mend its ways, or determines the complaint is misguided and there's no need to intervene.

So, imagine something similar for government records. The current method for forcing a state or local government agency to comply with open-records laws is through the civil courts, a route that is usually time-consuming and expensive. Gun-rights activists are not required to jump through these sorts of hoops. Citizens seeking information about county commission meetings, arrest reports or budget line-items deserve a similar system of government accountability.

Are you sending a copy of your newspaper to the Auburn library?

The Ralph Brown Draughon Library is the official collector of serial publications in Alabama. Are you sending a copy of each of your newspapers to the library?

Daily and weekly newspapers are displayed in the Newspaper Reading Room located on the 1st floor of the library.

We want students reading our newspapers! Please make sure you are sharing your papers with the library. Mail copies to: 231 Mell Street, Auburn, Alabama, 36849.



Help Wanted

Reporter/editor — Jackson, AL

The South Alabamian, a weekly newspaper in Jackson, Ala. seeks a versatile reporter (or editor if you have more experience). Weekly newspaper covers a small city of 5,000 plus some county news. Cover all kinds of news, write interesting feature stories and cover some community/high school sports. Good writing, computer and photography skills needed. Prior newspaper experience preferred but not necessary for the right person. Most important is a good people person who knows what news is and can find it without having to have it pointed out, a self-starter, accurate in fact gathering with good writing skills. Less than an hour to Mobile and about two to Alabama beaches and Mississippi coastal casinos. Send resume to Publisher Jim Cox, jimcox@tds.net.

General Manager — Guntersville, AL

The Advertiser Gleam, a 6,200 twice weekly newspaper and 8,700 mailed weekly TMC seeks an experienced leader in the beautiful

lake city of Guntersville, AL situated along the Tennessee River in northeast Alabama. Candidate should be innovative and results-oriented. He or she will manage the operation. This individual must possess leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as an advertising sales leader or general manager of a newspaper. Advertiser Gleam is owned by TN Valley Media and offers a competitive salary commensurate with experience and a comprehensive benefits package including health insurance and 401K. Please send resume and salary requirements to darrell.sandlin@timesdaily.com

Publisher - Clarksdale, MS

Publisher candidates sought for weekly newspaper in Clarksdale, Miss., grossing \$600K. 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.” Skills in business, advertising, editorial, leadership, 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 \$50K — \$60K, 401(k), & other benefits. Send letter of interest, resume, and references to strack@emmerichnewspapers.com

Experienced Newswriter/Reporter - Haleyville, AL

The 170-year-old newspaper in Alabama seeks an experienced newswriter/reporter for its top newsroom position. The managing editor/reporter is responsible for news and editorial content for the weekly, 3,000-circulation newspaper and sister print and digital platforms.

Candidates need a collaborative writing background, critical thinking skills, editorial writing ability, and photography. We prize accurate, local news and sports coverage in print and online. It is conveniently located at the intersection of State Highways 17 and 86 and is a short 33.9-mile drive to Tuscaloosa.

Interested candidates should send their resume, work samples of noteworthy journalism accomplishments, weekly salary requirements and a cover letter to P.O. Box 430, Haleyville, AL 35565 or email: hmoore123@centurytel.net. Equal Opportunity Employer.

Part Time News Writer/Graphic Designer — Jefferson County, AL

Immediate opening for part time news writer and/or graphic designer for a Jefferson County weekly newspaper. Right candidates must be able to work unsupervised, have good computer skills, good communication skills and a valid Alabama driver's license. Competitive salary, some travel allowance. To apply, send resume to: ler_hart@yahoo.com



Dilcy Windham Hilley accepting a plaque honoring her mother, Kathryn Tucker Windham, on behalf of her family.

Chris Davis accepting a plaque honoring his father, Paul Davis, on behalf of his family.

Alabama Newspaper Hall of Honor April 7, 2018, Auburn University, Ralph Brown Draughton Library



Left to Right: Chris Davis, Susan May, Gayle Davis and Alan Davis



Family of honoree Paul Davis



Left to Right: Alex Windham, David Windham, Dilcy Windham Hilley and Ben Hilley



Left to Right: Alex Windham, David Windham, Ed Williams, Dilcy Windham Hilley and Ben Hilley