

## MARCH 2018

### Important Dates

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BNC Advertising Contest  
Deadline: March 23

BNC Magazine Contest  
Deadline: March 30

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#### Online Media Campus

*Understanding Analytics*  
Presenter: Sherri Horton  
March 22

*Making Digital Audio A Part Of  
Your Daily Routine*  
Presenter: Megan Rohrbacher  
April 9

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Alabama Newspaper  
Hall of Honor  
Saturday, April 7, 2018  
Ralph B. Draughon Library  
Auburn University

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

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APA Media Summit recap

BNC Advertising and Magazine  
deadlines approaching

Kenneth Boone named new APA president

Two journalism icons to be inducted  
into the Hall of Honor

Alexander City Outlook among the newspapers  
that 'do it right'

Alabama newspapers change print frequency

New paper tariffs could cost jobs at  
U.S. publishers

USPS eliminates green lids for some flat trays

McGovern buys W.B. Grimes & Co.

NNA seeking Amos, McKinney and  
Phillips nominations





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#### 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 Media Summit Success

The 2018 APA Media Summit was held at the Birmingham Marriott on Friday, Feb. 16 with the highest registration numbers in years.

The new one-day format featured concurrent sessions for editorial and advertising in the morning and afternoon.

Kicking off the day, the past president's brunch included a nomination for new officers and members for APA/ANAS and the Journalism Foundation boards.

Baretta Taylor from The Decatur Daily shared a fun and valuable presentation on sales at the morning advertising session. Taylor covered topics such as prospecting, time management, and the sales process. Highlights of his presentation "Silver Bullets for Sales Success," which focused on business development and retention, were:

- Block time for weekly prospecting (i.e., 2 hours on Tuesday)
- Strong purposeful pitch
- Find a way to bring added value to your prospect
- High contact volume (simply

make more calls)

-Do your research before calling on potential business

-Use tools and resources such as, social media platforms, Life-Hacker, LinkedIn, Career Onestop, Reach 256.

Covering the morning editorial session, Mitch Sneed, managing editor for Tallapoosa Publishers, Inc., led a panel on "Kitchen Sink Fundamentals."

During the luncheon sponsored by AT&T, the Lifetime Achievement Award was presented to Jim Cox, publisher of the Clarke County Democrat) and the Emerging Journalist Award was given to Will Whaley, a reporter at the Jackson County Sentinel.

The afternoon advertising program featured a panel led by Matthew Allen from Starnes Media.

see **Summit** page 2

## BNC underway with entry deadlines approaching

The APA Better Newspaper Contest is open and entries are pouring in! Visit [alabamapress.org](http://alabamapress.org) for information on editorial, advertising and, our newest contest for magazines. Also on the site, you will find links to the ACES entry system.

Please call Jaclyn (205-871-7737) or email ([jaclyn@alabamapress.org](mailto:jaclyn@alabamapress.org)) if you have questions.

*Best of luck!*

Deadlines for Entry:

**Editorial Contest Closed**  
**Advertising: March 23rd**  
**Magazine: March 30th**

Summit

from pg 2

Allen focused on understanding the competition and knowing current and potential customers. Some of the highlights included:

- Setting yourself apart from competition

- Designing ads and strategies before confirming the sale. Showing them what you can do.

This year was a record year for students attending the summit. Emily Featherston, from Starnes Publishing, led a panel of journalism students, to discuss how to market to younger readers. The panel also covered topics such as social media habits and how their generation is

consuming news.

Comments and suggestions from the survey said, " I liked the presentation and panel formatting as it al-

lowed for everyone to share ideas in a collective way, not hearing just one person's thoughts or just one way of thinking."



Standing from left to right: Mike Breedlove, Jim Cox, Steve Stewart, Cy Wood, Bo Bolton, Ferrin Cox and Joe Thomas. Sitting from left to right: Scott Brown, Michele Gerlach, Linda Breedlove, and Jim Oakley.

APA elects new officers and board members

Kenneth Boone, president of Tallapoosa Publishing Inc., has been elected president of the Alabama Press Association. Boone succeeds Scott Brown, who became chairman of the board.

Horace Moore, owner and publisher of Mid-South Newspapers based in Haleyville, was elected first vice president, and Jim Rainey, publisher of The Tuscaloosa News, was elected second vice president of APA.

Tallapoosa Publishers Inc. operates five newspapers: The Alexander City Outlook, The Dadeville Record, The Wetumpka Herald, The Tallassee Tribune and the Eclectic Observer; three monthly magazines: Lake, Lake Martin Living and Elmore County Living; six websites associated with the publications, a commercial web printing shop, and Kenneth Boone Photography.

Jim Rainey has served two terms on the APA board of directors and is currently the chairman of the APA Legislative Committee.

New board members elected were: James Phillips, publisher of the Daily Mountain Eagle of Jasper, and K. A. Turner, Alabama Media Group.

Members elected for a second two-year term are: Bob Davis, pub-

lisher of The Anniston Star; Denise DuBois, publisher of The Citizen of East Alabama in Phenix City; Eddie Dodd, editor and publisher of The Abbeville Herald; and Steve Smith, publisher of The Dothan Eagle.

Members remaining on the board are: Parks Rogers, publisher of Gulf Coast Newspapers; Tricia Clinton-Dunne, publisher of The Fort Payne Times-Journal; Dee Ann Campbell, publisher of The Choctaw Sun-Advocate in Gilbertown; Terry Connor, publisher of The Cullman Times; Darrell Sandlin, publisher of the TimesDaily in Florence; and Robert Bozeman, publisher of The Evergreen Courant.

The APA Journalism Foundation elected Caroline Quattlebaum, co-publisher of The Southeast Sun in Enterprise, as president. Quattlebaum succeeds Rex Maynor, publisher of the Opelika-Auburn News, who became chairman of the board. Anthony Cook, editor of The Daily Home in Talladega, was elected vice president of the Journalism Foundation.

New Foundation board members elected were: Adam Prestridge, general manager of the Advertiser-Gleam in Guntersville; Kim Patterson, publisher of The Sand Mountain Reporter in Albertville; Ty West,

editor -in-chief of the Birmingham Business Journal; and Will Whaley, reporter at the Jackson County Sentinel in Scottsboro.

Mitch Sneed, editor of The Outlook in Alexander City was elected for a second two-year term.

Foundation board members remaining on the board are: Bro Kriff, executive editor of the Montgomery Advertiser; Michael James, editor of The Tuscaloosa News; Tracy Salter, publisher of The Greenville Advocate; Marc Johnson, vice president of The Arab Tribune; Johnny Adams, publisher of the Union Springs Herald; and Teresa Woodruff, general manager of The Moulton Advertiser.



**Coffee & Newspapers** One wakes you up One opens your eyes #newspapersthive



## Hall of Honor to induct Alabama icons on April 7

Kathryn Tucker Windham and Paul Davis, both icons in Alabama community journalism, will be inducted into the Alabama Newspaper Hall of Honor during ceremonies at Auburn University on Saturday, April, 7, 2018.

Kathryn Tucker Windham began her newspaper career at age 12, reviewing movies for her cousin Earl Tucker's weekly newspaper, The Thomasville Times.



*Kathryn Tucker Windham*

She graduated from Huntingdon College in 1939 and returned to The Thomasville Times as a freelance writer. In 1940, she was hired by The Alabama Journal in Montgomery as a feature writer and police reporter. She was one of the first women to cover the police beat for a major daily newspaper in the South.

In 1942, Windham moved to Birmingham where she served as publicity director for the Alabama War Bond Committee, and in 1944 she went to work for The Birmingham News, editing state news and aviation and serving as a courthouse reporter.

In 1946, she married Amasa Benjamin Windham, and the couple moved to Selma where they raised their three children. She also wrote freelance articles for Progressive Farmer magazine and many Alabama newspapers. From 1950 to 1966, she wrote a locally syndicated newspaper column "Around Our House."

After her husband died in 1956, she joined the staff of The Selma Times-Journal, where she worked until 1973.

Along with her newspaper work, Windham wrote 20 books, the most familiar being "13 Alabama Ghosts and Jeffrey." It was the first in a se-

ries of eight books about Jeffrey, the ghost that inhabited her Selma home.

In addition to her writing, Windham was also known for her storytelling and radio broadcasts. She was frequently invited to the National Storytelling Festival in Jonesborough, Tenn., and could also be heard on Alabama Public Radio.

Windham was a very talented photographer. She began taking photographs with the Graflex at The Thomasville Times. The first camera of her own was a Brownie she bought in 1930.

Her photographs were included in many showcases including "In View of Home: Alabama Landscape Photographs," organized by the Huntsville Museum of Art, and "Amazing Alabama," an exhibition organized for the Retirement Systems of Alabama.

In his nomination, Ed Williams, professor emeritus of journalism at Auburn University, said, "Kathryn Tucker Windham was a dear personal friend and a friend to all of us in Alabama journalism. She truly is one of Alabama's treasures."

Like Windham, Paul Davis was a well-known figure in Alabama journalism. He was born in Clanton and grew up in Alberta, just down the road from W. D. Partlow Developmental Center. Davis became a fierce advocate for the patients at both Partlow and Bryce, and as a journalist, uncovered abuses at the facilities that he had witnessed as a child.

His work led to the Wyatt v. Stickney case, which set new national standards for the care of the mentally ill and developmentally disabled, requiring the state to provide adequate care.



*Paul Davis*

He began his career in the early 1960s at The Tuscaloosa News as a night shift reporter, and eventually became associate editor. His work was nominated twice for a Pulitzer Prize.

His hard-nosed reporting garnered widespread attention and led to reform of mental institutions nationwide. He defended the people who could not defend themselves.

He was present when George Wallace stood in the door of Foster Auditorium at the University of Alabama to prevent African-Americans from attending the school. Later when Wallace met with the U.S. Deputy Attorney General, Davis was the only reporter present to cover the meeting.

Davis went on to become editor of The Selma Times-Journal and vice president and general manager of the Natchez (Miss.) Democrat. He and his wife, Gayle, purchased the Auburn Bulletin and The Tuskegee News, and he was a regular contributor for the Opelika-Auburn News.

Throughout his career, he never gave up his fight to protect those with mental health issues. He served on the advisory board for the Alabama Department of Mental Health.

In his nomination of his father, Alan Davis wrote, "In every community he called home, he became the driving force in local charities. In Auburn, he helped establish and ramp up the local food bank. In Tuscaloosa, he helped establish a halfway house for those struggling with addiction. He never stopped giving back to those who needed help."

Davis was awarded the Alabama Press Association's Lifetime Achievement Award in 2006. He served as president of APA in 1990.

The Hall of Honor ceremony will be held at Auburn's Ralph Brown Draughon Library on April 7, 2018. Registration begins at 10:15 a.m., and the program will begin at 11 a.m. Invitations will be mailed to all APA members by the University Relations Department at Auburn University.

## Alexander City Outlook among the newspapers that 'do it right'

*Editor & Publisher recently recognized The Outlook in Alexander City as one of "10 Newspapers That Do It Right 2018: Recognizing Success in Pioneering Newsrooms, Advertising Growth and Community Engagement."*

*The magazine looks for the biggest and brightest ideas taking place in our industry. They range from digital innovations, cost cutting strategies and revenue ideas.*

*Here is the story from the March 2018 edition written by Nu Yang and Jesus Ruiz.*

Like the majority of small newspapers around the country, the Alexander City Outlook has struggled with digital, but the paper recently decided to move away from the "sky is falling" mentality and fully embrace the mission to become a total media company.

Editor Mitch Sneed said although they were already experimenting with video and social media, it wasn't until Publisher Steve Baker joined in 2016 that their approach became more aggressive. Pages were added to the paper to utilize photos and visual content, and the five-person editorial team now produces about 12 stories per week. Digitally, live video on the paper's website and social media pages brought breaking news to users immediately. City council meetings, parades and post-game interviews are broadcast live. Sponsors are secured for many of the paper's regular video features like the sports talk show "Inside the Lines" and newsmaker interview piece "TPI Talk." Live weather reports and interviews from news feature stories are also captured in both video and still images. The videos often draw tens of thousands of viewers and serve as teasers to the next print publication, according to Sneed.

A digital sales specialist was also hired. Web ads, commercials and sponsored content resulted in a jump in digital ad revenue. In the



*Editor Mitch Sneed, center, Sports Editor Lizi Arbogast, left, Staff Writer Donald Campbell and Design Editor Santana Wood discuss a plan for the newspaper during a daily budget meeting.*

final six months of 2017, the Outlook went from taking in no money on video advertising to averaging nearly \$3,000 per month. Overall, digital advertising revenue climbed from \$56,000 to \$104,000—an 83.9 percent increase from 2016 to

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*Like the majority of small newspapers around the country, the Alexander City Outlook has struggled with digital, but the paper recently decided to move away from the "sky is falling" mentality and fully embrace the mission to become a total media company.*

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2017.

On the paper's website, the total number of sessions jumped to 2.3 million, an increase of 10.71 percent over the previous year. First-time visits jumped 14.95 percent. Facebook follows jumped by

almost 5,000 in a year, with more than 16,000 page likes. Average weekly reach in 2017 was 67,676. "In a town of a little more than 14,000 residents, that's not too bad," Sneed said.

Instead of getting stuck in the cycle of doing the same thing over and over, The Outlook now abides by a "let's try it" mantra. By allowing staff to think in different and creative ways, Sneed said it's improved the newsroom culture and filled the building with excitement.

"It always amazes me to see what a small staff can do with the right folks in place," Baker said. "Our staff has reached well above the expected norm for a small daily newspaper. By embracing the new technology and the total media company concept, they use all the tools at their disposal to connect with our community and beyond."

*The other newspapers recognized were Arizona Daily Star (Tucson), Coloradoan (Fort Collins), Fayetteville (N.C.) Observer, Honolulu Star-Advertiser, Houston Chronicle, Las Vegas Review-Journal, Newsday (Melville, N.Y.), Portland Press Herald/Maine Sunday Telegram, and Register-Guard (Eugene, Ore.).*

## Briefs

**Opp News** Editor Emily Nicometo is developing a program for seniors from a local high school, Kingston High School, can spend a weekly class period learning about journalism.

Nicometo said the program is in the beginning stages and will be developed with the main goal of teaching the students how to write articles ranging from reports on meetings to personal interest stories.

The program will allow students to have their work on school and community news to be printed in the paper.

Nicometo hopes to expand the program to other area schools in the future

**CNHI**, based in Montgomery, has announced an expanded news leadership structure aimed at enhancing content quality, audience engagement and collaboration among its more than 100 that it is restructuring its leadership.

The new structure will be a regional editor system. James Zachary, editor of the Valdosta Daily Times in Georgia, will serve as regional editor for CNHI papers in Alabama.

CNHI, a Raycom Media company based in Montgomery, is one of the nation's leading publishers of local news and information, operating newspapers, websites and specialty publications in more than 110 communities in 23 states.

**The Northwest Alabamian** in Haleyville and the Journal Record in Hamilton announced recently they are combining their weekend and weekday editions in to one weekly edition published on Wednesday.

The newspapers also announced a new and improved website to deliver the news to the community on a continuous basis. Sister papers, The Times-Record in Fayette and the Pickens County Herald in Carrollton also announced updated websites. The newspapers are part of Mid-South Newspapers based in Haleyville.

see briefs page 13

## People

Alabama native **Dolph Tillotson** was recently inducted into the Texas Newspaper Foundation Hall of Fame.

Tillotson is currently president of Southern Newspapers Inc., a private company that owns the Jackson County Sentinel in Scottsboro, Fort Payne Times-Journal and the Sand Mountain Reporter in Albertville.

Tillotson grew up in Tuscaloosa and began his career at while he was a student at the University of Alabama. He has published newspapers in Alabama, Mississippi, Iowa and Texas.

Former Alabama Publisher **Lamar Smitherman** recently announced his retirement after a 40-year newspaper career. He is currently publisher of the Morganton News Herald and the Marion McDowell News in North Carolina.

Smitherman's career began in 1972 as a sales rep at The Prattville Progress and he worked his way up to publisher. After working for an independent newspaper in Mississippi, he returned to Prattville and started the Autauga Times. The paper was later sold to Multimedia, and he again became publisher of The Prattville Progress.

When Gannett Corporation purchased Multimedia, Smitherman was named director of special products and acquisitions, which included producing the three separate military

publications for the Montgomery Advertiser and assuming responsibility for all commercial print operations in addition to publishing three community newspapers.

Later in his career he worked for Media General as retail sales manager of the Opelika-Auburn News before accepting position of publisher in Morganton and Marion.

He served as president of the Alabama Press Association Journalism Foundation in 1987.

**Justin Jefferies** has been named the new sports editor of the Hartselle Enquirer.

Jefferies is a native of Florence and a graduate of the University of North Alabama.

Prior to joining the Harselle Enquirer, he worked as the assistant director of athletic communications at Austin Peay State University.

**Kendra Majors** has been named publisher and editor of the Brewton Standard and it's associated media products.

Majors comes to Brewton from the Andalusia Star-News, where she served in several capacities including creative director, magazine editor and reporter.

A Brantley native, Majors earned a bachelor's degree in print journalism and art from Troy University, serving as editor and staff writer of the stu-

dent newspaper, The Tropolitan, for four years.

**Emily Nicometo** was recently named editor of The Opp News after spending several months preparing to step into the roll.

A local Opp native, Nicometo graduated from Troy University. Following a detour from writing, she re-entered the journalism field in September 2017, joining The Opp News as a reporter and editor-in-training.

**J.R. Tidwell** has been named the new managing editor at The Clanton Advertiser. Originally from Jasper, Tidwell has lived and worked all over northern Alabama.

He is a graduate of the University of North Alabama where he earned a bachelor's degree in journalism in 2011.

The Opelika Observer welcomes interns **Lawton Valley** and **Kendyl Hollingsworth**.

Valley, an Auburn native, studied political science and communications at Auburn University.

Hollingsworth, a Huntsville native, studied journalism, minoring in Italian, at Auburn Univerisity.

Pickens County Herald recently named **Gina Huff** as Editor and **Annette Estes** now handles advertising.

Industry News

New paper tariffs could cost jobs at U.S. publishers



by Jon Allsop  
Columbia  
Journalism Review

Staff at the Buffalo News in upstate New York can see Canada out their cafeteria window. If traffic is light, it's 10 minutes by car from their newsroom at 1 News Plaza to the Peace Bridge—which, halfway across the Niagara River, becomes Queen Elizabeth Way, Fort Erie.

But what used to be a thin gray line on a Google map is turning into a hard payroll for thousands of publishers across America.

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In mid-January, the U.S. Department of Commerce slapped a tariff on Canadian newsprint, which is used by around 75 percent of U.S. publishers and is particularly prevalent in the Northeast. Even though the duty may yet be reversed, American newspapers—already struggling to go to print in an era of rapidly declining circulation—have to pay it in the meantime.

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Many publishers fear it will add upward of 10 percent to their print costs and could even result in job losses. “It’s putting a lot of fear into newspaper employees across the country,” says [the Buffalo News’ Bryan] Carr. “This is the worst time, probably in newspaper history, to be imposing tariffs.”

The tariff will affect publishers of all sizes, from The New York Times and The Wall Street Journal on down. But smaller papers will be hardest hit. The News Media Alliance, which represents many local newspapers in the U.S., says fighting to overturn the tariff will likely be its top campaign pri-

NORPAC CEO Craig Anneberg says, “While we understand the concerns recently surfaced by some newspaper publishers, we strongly disagree with the notion that their industry requires low-priced, government-subsidized, imported newsprint from Canada to sustain its business mod-

**“This decision will not only affect pulp and paper producers but also their entire supply chain.”**

— Dennis Darby, president and CEO, Canadian Manufacturers & Exporters

ority in 2018. In December last year, more than a thousand papers signed its letter urging Commerce Secretary Wilbur Ross not to levy it.

The tariff was initiated by the North Pacific Paper Company, or NORPAC, a Washington state-based newsprint producer which complained to the Commerce Department that Canadian paper producers have an unfair advantage over U.S. competitors.

Publishers across America have lined up to slam NORPAC’s complaint. “With all the issues that we have going on in the world and the country, to see [the government] focusing on one mill which has complained about unfair pricing seems ludicrous to me,” says John Johnson, CEO of a family-owned stable of newspapers based in Watertown, New York — just 60 kilometers from the Canadian border. “It’s bizarre....I don’t understand it. I don’t agree with it. I think this is one of the things that makes people dissatisfied with government.”

In a statement shared with CJR,

el. High-quality journalism in communities across the country should not depend on unfairly traded inputs that cause material injury to a U.S. industry and American jobs.”

The U.S. media industry is heavily dependent on Canada for the paper it turns into news — historically, Canadian wood has been better suited to making newsprint than that found in the northern U.S., while the country’s newsprint industry has benefited from good transport and energy infrastructure and loose environmental regulations. Today, Canada produces about three times as much newsprint as the U.S., even though the U.S. consumes about five times as much newsprint as Canada, according to data compiled by printing company Quad Graphics. While 25 mills still make newsprint in Canada, only five do so in the U.S. (Newsprint production in both countries has dramatically scaled back since the turn of the century.)

see **tarriffs** page 12

## USPS eliminates green lids for some flats trays

National Newspaper Association President Susan Rowell, publisher of the Lancaster (S.C.) News, is applauding a new ruling from the U.S. Postal Service that will make newspaper mailing easier.

USPS has announced that it will begin to accept newspapers in flats trays (tubs) without lids or strapping. The new mail acceptance procedure allows publishers to nest tubs of newspaper mail within each other and save space for hauling and carrying. Rowell said NNA's primary goal was to further encourage newspapers to shift mail from sacks to the flats trays.

"NNA's Postal Committee, led by Max Heath, has worked toward this change for several years," Rowell said. "We have tested this practice for USPS at some newspapers within my own company, Landmark Community Newspapers, and have found that the lids are really unnecessary for most of our mail. Mail rooms love to eliminate the lids because it makes the trays easier to stack up and carry, and they can be loaded into trucks or vans without using up so much space.

"NNA has been the champion of the flats tray for newspaper mail. These white plastic trays are better for us and for the Postal Service. This is just another example of NNA's service to community newspapers as we seek every possible opportunity to

hold down distribution costs and improve service. My thanks on behalf of the industry to our Postal Committee, including Max, and our other Mailers Technical Advisory Committee members Brad Hill and Matt Paxton, for having the patience to see this work to the end. In addition, we would like to thank the USPS operations division, headed by Postmaster General Megan Brennan and Chief Operating Officer David Williams, who kept their testing teams focused on checking out possible disruptions in mail handling from this new practice. In the end, they agreed with us: unlidded trays are a good thing."

She noted that trays traveling beyond the newspaper's Sectional Center Facility will continue to require lids.

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The new mail acceptance procedure allows publishers to nest tubs of newspaper mail within each other and save space for hauling and carrying.

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USPS issued its new rule as a Customer Service Ruling on January 31. The new ruling states:

The Domestic Mail Manual (DMM) sections 207.22 and 207.25 provide for non-barcoded and automation Periodicals flats to be prepared in flat trays. DMM 203.5.6.2 provides that each tray must be covered and be secured with two plastic straps.

This Customer Support Ruling provides an option for Periodicals mailers to prepare flat-size pieces, under the applicable DMM standards, in flat trays without the use of lids and strapping for pieces that will be worked or processed at the entry facility or associated Sectional Center Facility (SCF). All other flats trays that are not worked or processed at the entry office or associated SCF must contain green lids and strapping and be in compliance with DMM standards.

The Postal Service reserves the right to rescind this CSR if we discover any operational impacts due to this support ruling.

You can access the CSR and DMM language for this approved "Optional Tray Preparation" on Postal Explorer via the following link: <http://pe/CustomerSupportRuling/Index>

## NNA seeking Amos, McKinney and Phillips nominations

The National Newspaper Association announces the Call for Nominations for the Amos, McKinney & Phillips Awards, which are the highest honors awarded to working and retired newspapermen and women who have exhibited distinguished service to the community press.

The **General James O. Amos Award** was established in 1938 by E.C. Amos, publisher of The Sidney Daily News, to honor his father, General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association.

The **Emma C. McKinney Award** was created in 1966 to honor Emma

C. McKinney, co-publisher and editor of the Hillsboro (OR) Argus for 58 years. In 1954 Mrs. McKinney was named dean of Oregon newspapermen and women, and in 1957 received the Amos Voorhies Award, the highest state honor that can be awarded to an Oregon newspaper person. Mrs. McKinney was inducted into the Oregon Journalism Hall of Fame in 1982.

The **Daniel M. Phillips Lead-**

**ership Award** was established in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer and photographer who passed away in 2005 at the age of 47.

For more information and forms: <http://www.nnaweb.org/contests-awards>

The awards will be presented on the morning of Sept. 29, 2018 in Norfolk, Va., (NNA Convention & Trade Show).

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## Alabama newspapers change print frequency

Tennessee Valley Media, publishers of The Decatur Daily and the TimesDaily in Florence, announced recently the dailies will be delivered five-days, eliminating Saturday and Monday print editions as of March 5.

“Reader habits are changing, and we’re adapting to those changes,” Decatur Daily Publisher Clint Shelton said. “The Daily’s audience today is larger than at any time in newspaper history. The Wednesday print audience is 43,000 readers, comparable to Sunday, which traditionally has been the highest readership day. We also generate monthly visitors from 232,000 different digital devices, which include smartphones, tablets and desktop computers.”

Shelton said usage on mobile phone and tablet devices has in-

creased 114 percent in just two years for The Decatur Daily. The monthly digital users have increased by more than 54,000 visitors, or 32 percent.

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*Rest assured, while the frequency of the print edition is changing, our commitment to covering the news, sports, events and stories every day of the week remains a 24/7 priority for our staff and journalists.* -Darrell Sandlin

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Consolidated Publishing Co., publisher of The Anniston Star and The Daily Home in Talladega, also announced changes in print frequency. The newspapers will no longer print Tuesday editions, making their schedule Wednesday through Sunday.

In a related move, two of Consolidated’s weekly newspapers, The Jacksonville News and The Piedmont Journal, will merge into a single product in April. The first issue of the combined newspaper will appear on April 4. The weekly paper, which will be published on Wednesdays, will cover northern Calhoun County.

Both companies cite the new tariff levied on newsprint in January of this year as a contributing factor in the decision to cut back on newsprint expense.

## McGovern buys W.B. Grimes & Co.

W.B. Grimes & Co., a leading mergers and acquisitions advisory company serving the media, entertainment and professional sports industries, announced that its Global Media, Events & Information Services Division, and its Newspapers Division have been acquired by John J. McGovern, a former senior associate with the firm.

Founded in 1959 by Walter Grimes, and subsequently led by his son, Larry Grimes, the company is the oldest family-owned media mergers and acquisition company in North America, having sold more than 1,600 media and event businesses since its formation. The company has also appraised thousands of newspaper and magazine businesses.

Last year was one of the best in the company’s history with increases in the number of deals and deal sizes in both the Newspapers and Global Media, Events and Information Services Divisions, which were acquired by McGovern.

Commenting on the sale, Larry Grimes said, “I could not be more excited about having a long-stand-

ing member of our team take the company reins. John has been an industry trailblazer, always at the cutting edge of new technologies. As the media industry continues to evolve, there is no doubt the new company will remain an industry leader.”

The newly-formed entity, Grimes, McGovern & Associates (www.mediamergers.com), remains focused on mergers and acquisition advisory work including buy-side, sell-side and valuation services for

small- and medium-sized businesses in the media, events, information services and newspapers sectors globally.

GMA owner, McGovern, takes the helm as chief executive officer, and Julie Bergman, former senior associate, becomes vice president of the Newspapers Group. Larry Grimes, former owner and president, will stay on as chair and adviser.

see **Grimes & Co.** on page 13



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 | MediaMergers.com

## Obituaries

### Gillis "Red" Morgan

Evergreen native Gillis "Red" Morgan, one of the most respected journalists in the state, passed away Tuesday of last week at his home in Auburn at the age of 83.

Born Royden Gillis Morgan in Evergreen on March 5, 1934, Morgan attended Evergreen City School and is said to have gotten his start in newspapers as a youngster, delivering Montgomery Advertisers and Mobile Registers by bicycle in the daylight hours before school. In 1952, Morgan graduated from Evergreen High School, where he was a standout athlete and student, and then served a tour in the U.S. Navy.

Morgan went on to receive bachelor's and master's degrees in journalism from the University of Alabama and had a distinguished career in the field of journalism. Morgan worked as an award-winning

reporter who developed a reputation for solid spot news reporting, earning recognition and awards from the Associated Press in both 1964 and 1965. He was also an active supporter of the Civil Rights Movement, both in his news coverage and his walk with Martin Luther King from Selma to Montgomery.

During his career in journalism, he worked for a number of major newspapers including The Birmingham News, The Alabama Journal in Montgomery, the Milwaukee Journal, the Opelika-Auburn News and The Villager, where he wrote a popular, widely-read column.

After his years of reporting, he became a journalism professor at Auburn University, where he taught for 22 years before retiring in 1999 as an associate professor emeritus. In 2016, he was awarded the Distinguished Alabama Community Journalist award from the



Gillis Morgan with wife, Gerry

Auburn University Journalism Advisory Council.

Morgan, remembered by family and friends as a loving husband and father, was preceded in death by his wife of 30 years, Gerry Morgan; a son, Greg Morgan; a sister, Mary Lillian Cross; and his parents, Hunter and Lillian Morgan. He is survived by his daughter, Kathleen Alfrey, and sister, Mylan Ryan.

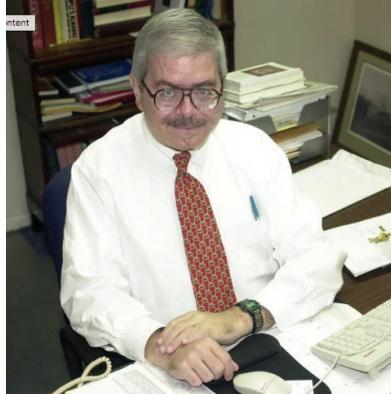
The family has asked that donations be made to the American Diabetes Association in lieu of flowers. (*Reprinted from The Evergreen*)

### Amasa Benjamin Windham Jr.

Amasa Benjamin Windham Jr., age 68, died unexpectedly at his home in Tuscaloosa on Sunday, February 18, 2018.

Ben had a long and interesting career in the newspaper business, following in the footsteps of his father, his mother, and other family members. Newspapers were in his blood. He called it the "family illness." It led him on adventures and misadventures around the country and the world. He worked at The Decatur Daily, The Raton (NM) Daily Ranger, and most recently, The Tuscaloosa News.

Before retiring, Ben was editorial page editor at The Tuscaloosa News and wrote a weekly column, "Southern Lights," about colorful Alabama people, famous characters and, most often, about musicians and their music, his great love. He enjoyed and appreciated an eclectic assortment of music – from Bob Dy-



Ben Windham

lan and Howlin' Wolf to Motown and Amy Winehouse and so much more.

An avid reader, Ben knew something about everything. His lively conversations drifted from all manner of historical happenings to fiction in the latest New Yorker. A Yellow Dog Democrat, he closely followed local, national, and world politics.

Ben collaborated with Alabama photographer Chip Cooper and Alabama folk artist Charlie Lucas to create the book "Tin Man: The Sculpture of Charlie Lucas" in 2009.

Oprah never put it on her Book Club List, but she should have.

A radio DJ in his hometown of Selma in his high school years, Ben was stripped of his resonant, baritone speaking voice when he was diagnosed with tongue cancer in the 1990s. He beat that devil and communicated as best he could after surgery that saved his life.

Ben was predeceased by his father, Amasa Benjamin Windham, his mother, Kathryn Tucker Windham, and his sister, Kittie Windham.

He is survived by his wife, Susan Rains Windham; his son, David Windham, (Alex); his sister, Dilcy Windham Hilley; his nephew, Ben Hilley, and a small family of cousins.

In lieu of flowers, the family suggests that friends donate to the [American Cancer Society](#), 2132 McFarland Blvd E, Tuscaloosa, AL 35404, Boy Scouts of America, Black Warrior Council 2700 Jack Warner Pkwy, Tuscaloosa, AL 35404, or to a [charity of your choice](#).

## One way to avoid the accidental sales jibe



*Ad-libs*  
by John Foust

Selling and sailing have a lot in common. Consider the jibe.

A sailboat cannot sail directly into the wind, but it can sail at angles to the wind. The closest point of sail is approximately 45 degrees to the left or right of the wind direction. Turning the bow (the front) of the boat to change direction from one side of the wind to the other is called a tack. That's a common maneuver which is fairly easy to execute.

Things are more complicated when sailing downwind. With the wind directly behind the boat, the mainsail is positioned far to the left or right – sometimes extended to a perpendicular angle. The wind is pushing the boat, the sail is full, and there is a lot of power at play.

A jibe happens when the boat is heading downwind and the wind changes from one side to the other. When the skipper executes a jibe, the wind crosses the stern (the back), and the sail moves to

the other side of the boat. That's a long way for a heavy sail to travel. If it doesn't happen gradually, the sail can swing violently and cause a lot of damage. If there is a sudden wind shift – or if the skipper isn't in complete control – the result can be an accidental jibe. In heavy wind, an accidental jibe can cause serious injuries or break the mast.

"Wind at your back" is a general phrase that means things are going well. It's true that, when sailing downwind, a boat can move smoothly through the water. But experienced skippers know it's important to be careful with turns.

There are times when a sales person sails downwind. The sales conversation is positive and the prospect is showing genuine interest. Then all of a sudden, something puts the entire presentation at risk. At those times, the veteran sales person knows to be on guard for an uncontrolled jibe.

Of all the risky points in a presentation, it's hard to find one riskier than the temptation to criticize the competition. The prospect might say, "I'm also considering radio advertising," or "Our marketing department is pushing for a differ-

ent media mix." If the sales person jumps in with critical comments, he or she can quickly lose control. Responding with criticism is like saying, "You're wrong. I can't believe you would even consider such a lousy advertising choice." That's a jibe that can do a lot of damage.

One way to deal with this is to make a comparison. Instead of making a negative remark, say something like, "Let's compare our paper to the radio stations in the market. Here's a chart showing each station's audience figures and our readership."

Just about every sales presentation has opportunities to criticize the competition. That's why it's a good idea to prepare comparisons in advance. We all know that criticism can kill sales and damage client relationships. Relevant comparisons can help advertising prospects make informed decisions.

It all leads to smooth sailing.

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

## Words, Heads and Ideas. Word history mysteries



by  
Gillis Morgan

*For many years, Auburn journalism professor Gillis Morgan wrote a column for AlaPressa. In memory of Gillis, we are reprinting his "Words, Heads, & Ideas" column from June 1997.*

Hoist the gig, and man the tiller. We're off again on another word thriller.

Consider the word colonel. We say kernel, but we spell colonel. Why is that?

Thanks to those diligent etymologists with Merriam Webster, we can find the answer

to this mystery by looking up the word colonel in Webster's Word Histories:

"One of the spelling-versus-pronunciation oddities in English is that colonel is pronounced the same as kernel. A review of the history of colonel shows how this discrepancy between spelling and pronunciation came about."

"In many languages when a word contains two identical or similar sounds, one of these sounds will often change over a period of time. A familiar example of this kind of change (called dissimulation) is the common pronunciation of February without the first r."

"For a similar reason when the Italian word colonello, denoting

the commander of a column of soldiers, was taken into French it became coronel.

"In the 16th century the word was borrowed by the English from the French in the form coronel. Soon afterward, in writing, the spelling colonel came to be used in order to reflect the Italian origin of the word."

"However, by that time the pronunciation with r was well established, and today we still say 'kernel' while we write colonel."

\*\*\*\*\*

It seems that a pronunciation change is in process today.

see **word history** page 12

**word history**

from page 11

Listen to the pronunciation of the contraction of did and not – didn’t – and the word idea.

Some people today, especially young people, are pronouncing didn’t as “di-Dunt.”

Elaine, on Seinfeld, says “I di-Dunt do that.”

As for the word idea, it’s fashionable to say, “i-Dea.”

On the Mary Tyler Moore re-runs, Mary Richards says, “Mr. Grant, I had no i-Dea.”

In both cases, my effort at writing pronunciation requires that you pronounce the capital “D” real hard – di-Dunt and i-Dea. My generation and the great ones before us simply said, “Didn’t.”

Some people have always had a problem with the idea. There is, of course, simply “ideah,” but there is “idear” and “ideeahh.”

Seemingly, the same people who pronounce marvelous as “maaahvalous,” and “gorgeous”

as “gawwjuss” pronounce idea as “ideeahh.”

\*\*\*\*\*

According to the Copy Editor, a national newsletter for copy editors, writers using computers should put one space after a period, not two. (I didn’t know that.)

\*\*\*\*\*

A reader has asked if anyone else said “rinch my hands” instead of rinse my hands” as a child. (“Rinch” was not my problem, but “chester drawers” was.)

**tariffs**

from pg 7

Newsprint sells relatively cheaply but is still expensive to make, so it’s only really profitable to produce it at scale. Smaller U.S. mills have long declined to make it, and as newspaper circulation has gone down in recent years, other papermakers have also pivoted away from newsprint toward more lucrative products.

This means newspapers stung by the new tariffs on Canadian newsprint can’t just pivot to domestic suppliers – there aren’t enough of them, and the ones that do exist don’t make anywhere near enough newsprint. Certain thinner grades of paper – which U.S. publishers started buying to cut costs – meanwhile, can only be found north of the border.

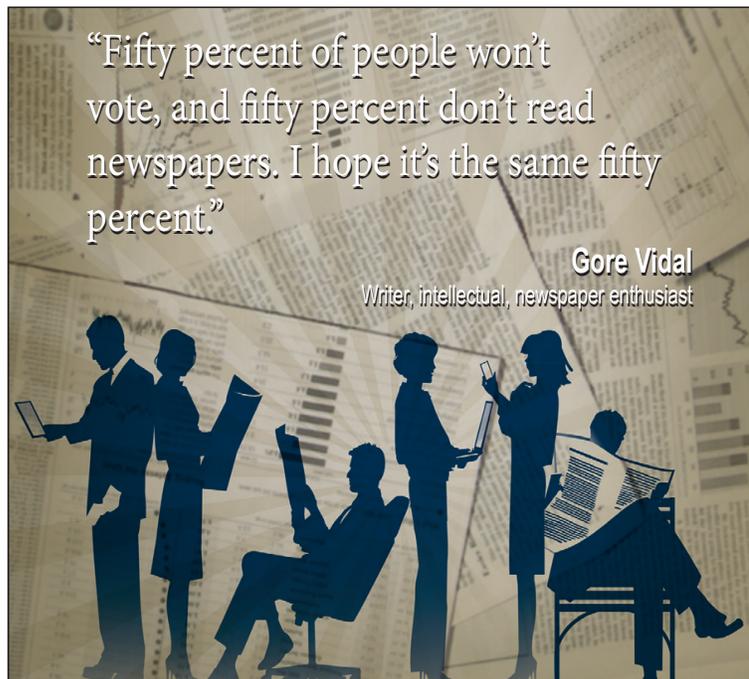
“This [tariff] will have zero benefit for bringing any jobs back to the U.S. in new paper production,” says Kevin Mason, managing director of Canadian firm ERA Forest Products Research. “We’ve seen with this softwood lumber [trade dispute between Canada and the US] recently that U.S. consumers and homebuilders are bearing all the brunt of the duty. Canadians have completely passed it on. And that’s gonna be the case with [paper tariffs] too.”

In the meantime, however,

news organizations that can scarcely afford extra expenditure will have to foot significant new costs to keep churning out papers. And if the newfound protectionist vision of U.S. policymakers does win out long-term, then publishers will likely have to make some tough choices in the near future.

“If the tariffs stick and they’re of the magnitude they say they’re

gonna be, then this is gonna drive up my costs where I’m gonna have to lay people off as a result of it,” says Johnson in Watertown, New York. “It’s gonna be really hard when I tell people that they’re losing their job so a multimillionaire hedge fund owner in New York City can pocket more [money]. They’re gonna be pissed about that.”



Gore Vidal

Writer, intellectual, newspaper enthusiast

#newspapersthive



Misc.

briefs

from page 6

**The Choctaw Sun-Advocate** in Gilberttown recently unveiled a new weather page. The Choctaw County Weather Center Page is designed

and maintained by Joshua Kelly, of Dakota Weather Consultants, who will also provide an upcoming weather feature in the Sun-Advocate each week.

The site will also include fishing outlooks and local river-related information as well as a forum where readers can post weather-related photos.

**Pujol Publishing** recently announced it is combining the three newspapers published in Geneva County into one expanded county-wide publication. The Samson Ledger and the Hartford News Herald will be combined into the existing Geneva County Reaper. The Geneva County Reaper is the oldest continuous retail business in Geneva.

Grimes & Co.

from page 9

McGovern said: "It is an honor to take charge of such a storied company and to build upon the solid foundations the Grimes family has built over almost 60 years. Our company has incredible talent in Julie Bergman and our team of seasoned associates. We look forward to continuing to serve our clients and to

innovate and grow in the areas of media and newspapers, as well as the emerging events and information services sectors, with renewed focus on international buy-side and sell-side work."

Bergman added: "Our dedicated and experienced newspaper professionals are familiar with their regions and perfectly positioned to provide the personalized and expert attention buyers and sellers need in today's fast-changing media landscape."

Grimes, McGovern & Associates will be based in New York with representatives in Toronto, London and South America. GMA's newspapers group has representatives in 10 U.S. states: Alabama, Colorado, Indiana, Maryland, Minnesota, New Jersey, New York, Ohio, South Carolina and Texas.

For more information, please contact John McGovern at 917-881-6563 or at [jmcgovern@mediamergers.com](mailto:jmcgovern@mediamergers.com).

Help Wanted

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@emmerichnewsapers.com](mailto:strack@emmerichnewsapers.com)

sume, 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](mailto:hmoore123@centurytel.net). Equal Opportunity Employer.

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](mailto:ler_hart@yahoo.com)

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

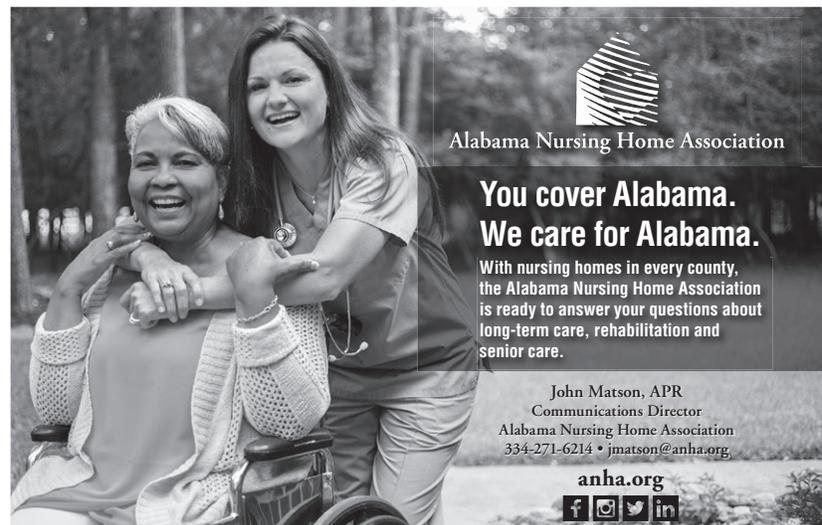
Immediate opening for part time news writer and/or graphic designer for a Jefferson County weekly newspaper. Right candidates must be able to work unsupervised, have good computer

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 re-



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Editorial panel moderator Mitch Snead awards the prize cash for best idea to James Phillips



Students attend the morning editorial panel.



Brandon Cox and Will Whaley



Jim Cox receives the 2018 Lifetime Achievement Award.

2018 APA Media Summit Birmingham Marriott



Will Whaley accepts the first Emerging Journalist Award presented from Scott Brown.



Suzanne and Jim Cox, Mike and Linda Breedlove



APA/ANAS newly elected officers Scott Brown, Jim Rainey, Kenneth Boone and Horace Moore



Rex Maynor receives the Past President plaque as outgoing president of the Journalism Foundation board, from Kenneth Boone.



Scott Brown passes the gavel to newly elected APA board president, Kenneth Boone.