

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MAY 2019

Important Dates

2019 APA Summer
Convention

June 28-29

Perdido Beach Resort

Online Media Campus

May 9

[Selling Response](#)

Presenter: Bob McInnis

Are your prospects claiming they have no money and that your print and digital publications no longer work? Are they turning to "free" social media instead? Don't let that prevent you or your ad staff from bringing in serious ad revenue. This webinar will explain how your department can make that shift.

May 23

[Foundations: Leads, Sources and Meetings](#)

Presenter: Tim Schmitt

Finding new revenue stream in an industry undergoing rapid disruption can seem overwhelming. The presenter will provide tips and ready-for-market ideas that you can implement in your weekly or daily immediately from the perspective of a fundraiser.

APA Summer Convention has lots to offer

APA has moved

Southern Newspapers Inc. sells to former employee

Vietnam veterans pictures sought

TownNews enlists Jerry Lyles to energize strategic partnership sales

APA/ANAS New Address:

600 Vestavia Parkway, Suite 291
Vestavia, AL 35216



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APA Summer Convention has lots to offer

Register now for the APA Summer Convention June 27-29 at the Perdido Beach Resort in Orange Beach. Register online at <https://www.alabamapress.org/summer>.

The deadline to reserve a hotel room at the conference rate is Monday, May 27. Book your room online at <https://www.perdido beachresort.com/a-p-a> or call 1-800-634-8001. Use Booking ID#15376. Please DO NOT wait until the last minute to book your room. Once rooms in the APA block are sold, no more rooms can be added at the conference rate.

The unofficial start of the convention is Thursday evening with a two-hour sunset dolphin cruise aboard Wild Hearts, a 53-foot, open ocean catamaran. The boat departs from the dock across the street from the hotel.

Leonard Woolsey, publisher and president of the Galveston County (Texas) Daily News, will kick off the programing on Friday afternoon. His program, Magazines - More Than Glossy Paper; Understanding the fundamentals of magazine excellence, will focus on helping delegates understand how successful magazines are so much more than pretty photos and fancy words printed on glossy paper.

James Phillips, publisher of the Daily Mountain Eagle in Jasper, will

share some new projects his newspaper is doing with video and social media during the informal breakfast session Saturday morning.

Continuing the Saturday programs, **Yvonne Mintz**, publisher at The Facts, a daily newspaper in Clute, Texas, will present a Saturday program: Benchmarks for Editorial Excellence. This will include standards for photo quality, editorial pages, website, design, relevance to readers and more. Her "Steal this Idea" segment will give attendees some real-world examples of things to do immediately to improve their products.

Kelly Kazek, former managing editor of The News Courier in Athens and current author and humor columnist with al.com, is a self-proclaimed weird news reporter, Southern humorist and long-suffering wife of a Bigfoot enthusiast. Her "mostly-true" Southern tales are sure to entertain the luncheon crowd.

After an afternoon of beach, golf, or retail therapy, the convention concludes with the recognition of the winners of the 2019 Media Awards.

A registration form is included in this mailing. Please contact Jaclyn Langan or Felicia Mason at the APA office (205-871-7737 or 1-800-264-7043) if you have any questions or need additional information.

See you in Orange Beach!

A few good reasons

Morale: Allowing yourself and your employees to get out of the office, to celebrate and gain confidence in their abilities, is an investment in your own company and future successes.

New Perspective: Remember the scene in Dead Poet's Society when Robin Williams made his students stand on a desk to get a fresh perspective? Or consider why so many businesses have meetings off site. It's easy to find ourselves in a rut, sitting in the same chair, in the same office, or in the same coffee house. This can keep us from

fresh thinking and new ideas.

Tips and Tactics: With the internet, it seems that everything is at our fingertips. But it's an overwhelming amount of data. A conference can help curate new ideas to help improve our approach.

Networking: Social Media keeps us connected to peers. However, there is no substitution for meeting someone IRL (in real life). Over coffee or cocktails, you may make a connection with the perfect provider or prospect. Or, if you don't go, maybe your toughest competitor will be sitting in your seat!

APA has moved

Moving day has come and gone, and the APA staff is getting settled in the new office space. Please advise all departments of our new address: 600 Vestavia Parkway, Suite 291, Vestavia, AL 35216. Please make a special point to notify your accounting/tearsheet and circulation departments so that we continue to receive two copies of each edition of your newspaper.



Shelby Building

Looking back, APA was founded in 1871, and did not have a permanent office of any kind until 1939, when the University of Alabama offered space and to pay part of the salary of the manager.

In 1973, the APA board of directors voted to become totally independent, doubling membership dues and moving offices off campus. In May of 1987, the offices were moved to the Commerce Center in downtown Birmingham. This move coincided with the sale of the Clipping Bureau, which was sold to Magnolia Clipping of Jackson, Mississippi.

In 1994, APA office moved again to a building purchased by the APA Journalism Foundation in Homewood. The 5,100 square foot building on U.S. 31 housed APA and ANAS on the second floor and the first floor was leased to various tenants.

The real estate investment proved to be profitable. The building was purchased for \$365,000, and sold for \$835,000. The proceeds from the sale will be used to generate the cash needed to continue the work of the Foundation.

Southern Newspapers Inc. sells to former employee

Patrick Graham has purchased The Sand Mountain Reporter in Albertville, The Fort Payne Times-Journal and The Daily Sentinel in Scottsboro.

Graham, a native of Huntsville and former associate publisher at The Sand Mountain Reporter, purchased the newspapers from Southern Newspapers Inc. of Houston.

Graham also owns two Georgia newspapers, The Walton Tribune in Monroe, and The Covington News in Covington.

Lissa Walls, chairman of Southern Newspapers and a native of Guntersville, said she is pleased the ownership transition is from one family and community-focused operator to another.

Graham is a 28-year veteran of the newspaper industry, working for Southern for 17 years before purchasing The Walton Tribune in 2014. Graham and his wife, Allison, have been married 25 years and have three daughters. Two of their daughters, Madison and Tabitha, work with Graham at The Walton Tribune.

Good idea!

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THE WILCOX PROGRESSIVE ERA, Wednesday, April 3, 2019

Thanks To The Following Advertisers For Making This Special Section Possible

Alabama Game Fence	Handiman Building Supply	Old School Truck Stop
Albritton's Florist & Gifts	Headz Outdoors	Piggly Wiggly
Alfa Insurance	Headz Up/Van's	Pine Belt Wireless
April's Place	H.O. Rogers Oil Company	QV
Bernard's Body Shop	Holman Insurance	Rack and Reel Sports Grill
Black Belt Treasures	Hunter's Run	Re/Max
Bruce Owens	Jackson's Fried Chicken	Southern Roots Boutique
Camden Jewelry and Gifts	Jones Heating & Air-Condition	State Farm Insurance
Chapman Design & Construction	J. Paul Jones Hospital	Thompson Gas
Community Neighbor Bank	Larry's Drive-In	Town-Country National Bank
Coast to Coast/True Value	Lawler Timber	Triple A Wood
Dr. Sumpter Blackmon	Les Lambert, Attorney at Law	Venison, LLC
Dr. W. R. Phillippi	Liberty Hall Bed and Breakfast	Whitaker Drugs
Donald McLeod, Attorney at Law	Loftin's Bait Shop	Wilcox Timber Company
GainesRidge Dinner Club	McDonalds Grocery & Sports	Wilcox Farm Supply
Fendley & Fendley	McGraw-Webb Chevrolet	Wilcox Propane
Great Southern Land Co.	Mike's Country Kitchen	Wilcox Printing/Southern Linc
	Nelson Plumbing	Wilmar Trucking

THE WILCOX PROGRESSIVE ERA, Wednesday, April 3, 2019

PAGE 1

Kreative Kids

Ten percent of the proceeds of this locally sponsored supplement goes to the 2nd, 3rd, and 4th grade classes at Wilcox Academy

1st Place — Dhyan Patel
2nd Place — Lawson Lisenbe
3rd Place — Callie Hollinger

Piggly Wiggly
One Stop For all Groceries.
DRAWN BY: Dhyan Patel
CLASS: 2nd Grade

Coast to Coast
DRAWN BY: Lawson Lisenbe
AGE: 2

Wilcox Farm Supply
My uncle's name is Crum.
If you need fertilizer, he's got some.
What about animal feed?
He has all kinds of seed.
So if you have a farm, don't be dumb.
Just go and see my Uncle Crum.
DRAWN BY: Callie Hollinger
CLASS: 2nd grade

Published by The Wilcox Progressive Era and sponsoring businesses as a hands-on lesson in commerce, underlining the bond which exists between Camden residents and the businesses who serve them.

The Wilcox Progressive Era in Camden partners with local businesses to present Kreative Kids, a special section that features ads by second, third and fourth graders. The section is published each year in April.

Vietnam veterans pictures sought

The Vietnam Veterans Faces Project is still missing 27 photos from Alabama veterans.

You can help by publishing the names and information in your newspaper for those missing in your county.

Due to a fire at a government storage facility in 1973, many photographs of U. S. military personnel were lost. Of the 58,000 names listed on the Vietnam Veterans Memorial in Washington, D.C., 24,000 pictures were still missing in 2013.

The Alabama Press Association has joined with the National Newspaper Association to help collect the 27 missing photographs of Alabama servicemen.

Please help by reaching out to your readers with the names and information from your county and neighboring counties in hopes of reaching family members that can provide these photographs.

See below a letter from National Newspaper Association President Andrew Johnson:

Community newspapers can reach and engage the communities they serve like no other print or online vehicle can. This unique skill was put to good use starting in March 2014 when the National Newspaper Association began to utilize the support of community newspapers to help the Vietnam Veterans Memorial Fund Wall of Faces project find the missing photos of killed military members listed on the Wall. Over six million of the government's military records were lost in a 1973 fire in St. Louis, Missouri, so the only way to locate the photos was to track them down in communities across the country.

At that time, over 24,000 photos were missing out of the more than 58,300 names on the Wall. Only one state, Wyoming, had found all of its photos at that time.

Newspapers across the country

joined the effort to find the photos. In most cases, the local paper would list the names of service members that were missing a photo; then community residents would bring photos to the paper.

Many state newspaper associations helped the effort by facilitating the effort to get the names of the missing to the right newspapers. For difficult-to-find photos, instructors and students from journalism schools across the country have helped find photos (even photos for other states).

and dear to me since my own son, 1LT David Johnson, was KIA in Afghanistan in 2012.

I could not imagine not having a photo of him or not honoring his service along with all who gave their lives.

Newspapers from the 14 states missing photos are in a special position to help find the remaining missing photos. There is nothing better in a Memorial Day edition than stories about local heroes, plus a call to action — enlist a community to help honor local military heroes by finding their photos.

This effort is a way newspapers can truly make a difference in preserving the memory of the fallen for future generations of all Americans.

I call on community newspapers (in the 14 states), related newspaper associations and journalism schools to make this Memorial Day edition extra special by finding the remaining missing photos and telling the stories about our heroes.

It is something community newspapers can do that no one else can do. Please download a list of veterans from your state missing photos here:

<https://www.nnaweb.org/pub/doc/StatesRemaining.zip>

For specific information on how to help, please contact:

NNA: Kate Richardson at kate@nna.org or 217-820-0212

Newspaper Association Managers: Beth Bennett Beth.Bennett@wnanews.com

Vietnam Veterans Memorial Fund: Heidi Zimmerman hzimmerman@vvmf.org

Student journalism: Jessica McBride: jessica.mcbride@heavy.com or 262-510-1349

or NNA President Andrew Johnson: johnson@dodgecountypioneer.com or 920-387-2211.



For example, in 2015 students from University of Wisconsin Milwaukee Journalism School, under the direction of instructor Jessica McBride, helped find more than 60 Wisconsin photos; and recently helped find missing photos from Ohio, which is now complete. Fast forward to April 2019, and there are less than 1,300 missing photos and 36 states have complete listings with photos.

Amazingly, no other media has been able to produce such results. Community newspapers in the remaining 14 states are in a special position to help complete this project and help honor fallen U.S. military service members who fought in Vietnam; this is the perfect time to finish the effort with Memorial Day just around the corner.

Memorial Day is the time to honor and remember those military members who gave all for our country. This particular project is near

People & Briefs

Taylor Beck has been named managing editor of The Sand Mountain Reporter. Beck has served as a staff writer at The Reporter since 2017 and also as Land + Lake magazine editor.

Beck was born and raised in Marshall County. He graduated from Douglas High School in 2012 and then attended Snead State Community College. He later graduated with a bachelor's degree in journalism from the University of Alabama in 2016.

Gary Naylor has retired after 47 years of working as a pressman. Naylor worked for The Sand Mountain Reporter in Albertville from 1972 to 2013, and has worked at The Arab Tribune until this year.

Danielle Davis has joined the staff at The Tuskegee News. She is a Magna Cum Laude graduate of Columbus

(Ga.) State University with a degree in English with professional writing and minored in English Literature.

Davis has worked previously at the Rome News Tribune, the Bayonet and Saber at Fort Benning, Ga., and interned with the Citizen of East Alabama in Phenix City.

The Southern Torch in Rainsville has purchased the assets of KEA Radio, Inc., which includes two FM radio stations currently based in Scottsboro.

The deal is subject to approval by the Federal Trade Commission.

Jenna Sue Payne has joined the staff of the Southern Torch in Rainsville as the new sales manager. The Southern Torch recently acquired radio stations in Scottsboro and will be combining the sales efforts for the print and digital newspaper products

with the radio stations.

Payne has more than 20 years experience in radio sales in Northeast Alabama, and is a six-time recipient of the Alabama Broadcasters' Award for best radio commercial.

Jeffery Winborne has joined the staff at the Daily Mountain Eagle in Jasper as the new media coordinator. Winborne has worked as a freelancer for the Eagle and began his new position on April 1. He is a native of Jonesville, La., and moved to Jasper at age 13. He has worked for Charter Communications before joining the Eagle. Publisher James Phillips says Winborne has been tasked to coordinate all of the Eagle's social media and new technology efforts. "The Daily Mountain Eagle is taking this as an opportunity to put a bigger focus on creating more content in different forms."

Obituaries



George Smith, Anniston Star sports editor and columnist, died April 9, 2019, at the age of 84.

Smith joined The Anniston Star in 1955 as a copy boy. His first byline, appearing in The Star in 1956, was covering a local high school sporting event. In 1959, he became sports editor and directed the sports department until 1977, when he began writing a regular sports column for The Star.

He retired in 2008, but continued to write his column. The Star in recent years published two collections of those columns, "Ties That Bind" in 2016, and "Roads" in 2018.

Smith is survived by his wife Agnes Vice Smith; son Barry Smith; three grandsons and three great-granddaughters.

TownNews enlists Jerry Lyles to energize strategic partnership sales



TownNews is pleased to announce that Jerry Lyles has been named sales director for new ventures. The newly created position will focus on overseeing sales management of strategic relationships with key partners like Brainworks and AffinityX, growing the company's revenue and gaming platforms, and expanding TownNews' already sizable footprint in the broadcast and magazine publishing industries.

"Jerry will be an outstanding ad-

dition to the team," said Rick Rogers, vice president of sales at TownNews. "He has such a deep understanding of the entire media space—broadcast, newspapers, magazines, and digital pure plays.

"Like many TownNews employees, he began his career in local media—as a publisher of community newspapers in Kentucky. His knowledge and experience will be incredibly valuable to the clients he works with."

Lyles brings to TownNews a distinguished career in the local media and R&D spaces. Immediately prior to joining TownNews, he served as chief revenue officer for Dobie Media, a calendar CMS used by ap-

proximately 800 media websites. Before his time at Dobie Media, he served as senior vice president of publisher relations at Athlon Sports.

"What an exciting opportunity to join the TownNews family," Lyles said. "They have great people and wonderful products, and I can't wait to start working with current and future partners to help them connect with their audience and readers."

Many APA members will remember Jerry Lyles from his work with Athlon/PMG and his attendance at many APA conventions.



Four words for professionals: “Oh Yeah? Prove it.”



*Ad-libs
by John Foust*

I once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being number one in every conceivable category. Their general advertising theme was, “We’re number one.” Their new car slogan was, “We’re number one in new cars.” Their used car slogan was, “We’re number one in used cars.” Their service department’s slogan was, “We’re number one in service.” And of course, their logo featured their name inside a number one.

That approach must have simplified their advertising strategy meetings: “Let’s just tell everybody we’re number one in everything.”

I’m no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying “we’re number one” is like saying “we’re the best.” It’s just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back

up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership’s longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, “We’re number one” or “Best deals in town.” On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you’re writing an ad or making a sales presentation, it

might help to imagine someone sitting on the other side of the desk with arms crossed, saying, “Oh yeah? Prove it.”

There are many forms of proof – statistics, photographs, and testimonials, for example. Here’s how evidence can help:

“Our new widget is the best on the market” has no muscle. It’s better to say, “According to XYZ research, our widget has a 95 percent durability rating.”

“Our paper is better than any other advertising option” is an empty statement. It’s better to write, “Let me tell you about the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month.”

“Our customers love us” is weak. It’s more effective to say, “Here’s what our customers say about us.”

Just because we believe something doesn’t make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile, and you’re on the right track.

John Foust conducts training programs for newspaper advertising professionals. E-mail for information: john@johnfoust.com

Future of Journalism



*by Will Whaley
Editor, Selma
Times-Journal*

Last week as I performed my duties as a member of the Alabama Press Association (APA) Foundation Board, I was able to meet many upcoming journalists while visiting Jacksonville State University (JSU).

I have been in the news world professionally since 2014, and going straight from an exhausted bartender to an even more exhausted journalist has been a huge whirlwind.

The students I met and had lunch with had many questions. They were intelligent questions, and they were very inquisitive about the field they were getting

ready to enter.

There were some that were not sure about their future, and they felt that they had to figure everything out immediately. I was able to share with them that I’m nearly 30 and still have virtually nothing figured out ... like at all.

One important aspect I discussed with them was the importance of local journalism.

Local journalism is an art form of our communication world that many students want to skip and go straight to the national stage.

The local stories, no matter where we go, whether it is Selma, Demopolis or any other surrounding areas, are the stories that are often not told.

That’s where we shine as far as local newspapers go.

For example, I was able to

spend all of Saturday morning at Old Cahawba learning about the unknown soldier and the history of the prison that once stood at the spot we were standing on. What an awesome feeling that was, once I thought about it.

I was able to share with the students how unpredictable your career can be.

I started out my professional journey in the rural, low country of South Carolina and somehow ended up here. It is amazing where our careers and lives can take us.

These students have a lot of potential in their future endeavors, and I’m excited about their future.

Who knows, they could end up here telling all of your stories as their first job.



APA Media AWARDS

Print | Digital | Magazine

Judging for the 2019 APA Media Awards was completed by active members of the Illinois Press Association. The results are in! Keep an eye out for a press release listing select category winners later this month and of course...join us for the awards banquet at convention!

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A rule of the Supreme Court of Alabama requires the following:
No representation is made that the quality of legal services to be performed
is greater than the quality of legal services performed by other lawyers.

TN TownNews