

# AlaPpressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

SEPTEMBER 2019

## Important Dates

*2020 Winter Conference  
Birmingham Marriott  
Thursday-Friday,  
February 7-8, 2019*

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*Newspaper Training Academy  
Ed Henninger & Kevin Slimp  
[Together: 90-minutes of Their  
Best Design Tips to improve  
your newspaper instantly!](#)  
Thursday, September 26  
11 a.m. to 12:30 p.m. EDT*

National Newspaper Week

Statement of ownership filing due in October

Nominate someone for APA's Lifetime Achievement and Emerging Journalist awards

RJI Fellow: Push notifications can help move publishers away from heavy reliance on Facebook

Contact your Congressman

APA welcomes two new associate members

Why We Call It "Public Notice"

Local newspapers still outpace other outlets

Spotlight on Statehouse and local reporting

Editor and Publisher Sold to Media  
Consultant Mike Blinder

***Please update our address in your systems  
(AP/AR, circulation, general office, etc.):***

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Vestavia, AL 35216



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Alabama Newspaper Advertising  
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## National Newspaper Week Oct. 6-12

National Newspaper Week 2019 will be observed Oct. 6-12. The 79th annual celebration marks the impact of newspapers in their communities.

This year's theme is "Think F1rst - Know Your 5 Freedoms."

Material, including editorials, cartoons, promotional ads and more, is now available at no cost to APA members on the NNW site, <http://www.nationalnewspaperweek.com>.



Please plan to celebrate National Newspaper Week by downloading these materials and devoting as many column inches as possible to

reinforce the importance of newspaper to your communities.

Please also make it local by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the newspaper industry.

## Statement of ownership filing due in October

The publisher of each publication sending Periodicals Class Mail must file USPS Form 3526 by Oct. 1 of each year at the original entry post office.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526x.

The required information must appear in an issue of the publication whose primary mailed distribu-

tion is produced:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1. Please send a copy of your Statement of Ownership to the APA office at: 600 Vestavia Parkway, Ste., 291, Vestavia, AL. or email to [jaclyn@alabamapress.org](mailto:jaclyn@alabamapress.org).

## Nominate someone for APA's Lifetime Achievement and Emerging Journalist awards

The APA board of directors is seeking nominations for the Alabama Press Association Lifetime Achievement and Emerging Journalist Awards for 2020.

The Lifetime Achievement recognizes outstanding service and accomplishments spanning a career in journalism in Alabama. The honorees will be recognized at the APA Media Summit on Feb. 7 at the Birmingham Marriott.

For Lifetime Achievement, APA members may nominate any person who, at the time of selection, is a living, present or former newspaper executive or employee of a newspaper in Alabama. Nominees must have spent a significant percentage of their newspaper careers in Alabama.

*awards continued on pg. 3*

*awards*  
continued from pg. 2

Nominees must have spent a significant percentage of their newspaper careers in Alabama. Nominees must also have a minimum of 25 years of service in the newspaper industry and may not be nominated by a family member. Areas of service include

production, editorial, advertising and circulation.

The Emerging Journalist Award recognizes a young journalist with excellence in the field and someone who maintains high standards of quality and ethics. The award aims to reinforce the importance of a journalist's role by recognizing and nurturing talent to promote quality journalism.

Nominees must be an employee

or regular contributor to an APA-member newspaper. This award is open to nominees younger than 30 with less than five years of experience writing professionally for a newspaper. It will also be presented on Feb. 7 in Birmingham.

The selection committee will consist of APA's four officers and two additional board members. Nomination forms are available at <https://www.alabamapress.org>.

## RJI Fellow: Push notifications can help move publishers away from heavy reliance on Facebook

As she seeks to rely on Facebook less with its algorithms changing and impacting outbound links and referrals, Planet Princeton Publisher and Editor Krystal Knapp says push notifications have been a way to directly reach readers where they are. They have also allowed the hyperlocal publisher to stay competitive with other local entities also pushing content out.

But many small hyperlocal publishers aren't taking advantage

of this technology, says Knapp. She discovered this after studying 500 of these sites. As a hyperlocal publisher, who has benefitted from this technology, she wants to help other publishers take advantage of push notifications. She plans to create a guide for small, independent publishers that will highlight why they should be using push notifications during a 2019-20 fellowship at the Donald W. Reynolds Journalism Institute.

Knapp will identify best practices and detail how notifications can fit into an overall strategy for audience development for the guide that complements other distribution methods such as email newsletters, social media, instant messaging and voice search tools.

Full post: <https://www.rjionline.org/stories/rji-fellow-push-notifications-can-help-move-publishers-away-from-heavy-reli>

## Contact your Congressman

Congress is back in session and will soon be debating legislation that would allow newspapers to collectively negotiate with Google and Facebook for favorable terms. This is pivotal legislation. It is important for you to contact your representatives in Washington to support this bill.

The News Media Alliance has created an online platform to help you reach your senators and representatives. NMA has also created talking points and an editorial that you can print in your newspaper.

If passed, the Journalism Competition & Preservation Act would give news publishers a limited opportunity to negotiate together and to withhold content from the online platforms during the negotiations, while addressing a solution to a major threat to the future of high-quality journalism. We believe that newspapers should be paid for their content.



[Click here to contact your Member of Congress and tell them to support a one-time safe harbor for news publishers to develop more equitable and fair rules for how journalism is displayed, prioritized and monetized.](#)

[Click here to find links to the official websites of members of Congress.](#)

[Download talking points](#)

[Run this editorial in your newspaper](#)

## Spotlight on Statehouse and local reporting

If you're a local government or statehouse reporter, the National Press Foundation invites you to apply for a 5-day all-expenses-paid workshop focused on your important work.

Topics covered include: accessing and localizing federal datasets; putting the impact of the federal government into context for your readers; covering

Congress and the White House from afar; tracking campaign money; using fact-checking, community engagement and solutions journalism; making the most of TV appearances; and maximizing your iPhone as a tool.

The training will be held Dec. 8-12 in Washington, D.C. Deadline to apply is Friday, Oct. 4. The application form can be found at [www.nationalpress.org](http://www.nationalpress.org).

The all-expenses-paid fellowship for 20 journalists covers airfare, ground transportation, hotel costs and most meals. NPF offers this professional development opportunity for journalists to enhance skills, increase knowledge and recharge their reporting on one of today's most critical issues.

People

**Abbey Crain**, a digital journalist with AL.com and Reckon Women, has been selected as an MJ Bear Fellow by the Online News Association. ONA selected six fellows from around the world who are up-and-coming reporters and leading innovative digital journalism projects.

Crain, an Alabama native, is a graduate of the University of Alabama, where she majored in communications journalism and minored in art. Before coming to AL.com and Reckon, she worked as a news assistant at the Wall Street Journal.

The one-year fellowship is designed to provide support and guidance to early-career journalist on a digital journalism project as well as their own professional development.

**Barrett Edge** has been named editor of The Brewton Standard. She

has worked previously as a staff writer for The Greenville Advocate, The Luverne Journal and The Lowndes Signal, as well as Camellia magazine.

Edge is a native of Greenville, and a 2016 graduate of Huntingdon College.

**Jody Mulder** has joined Tallapoosa Publishers Inc. as a marketing consultant. He recently retired as the marketing director at Buckmasters, where he had worked for 26 years.

Mulder, who lives in Eclectic, will focus his advertising efforts in Elmore County, including Tallassee, Eclectic, Wetumpka and surrounding areas.

**Michael Stevens** has joined the staff at the Pickens County Herald as advertising sales and design manager.

Stevens is a native of Starkville, Miss., and recently retired from working in the poultry business. He also has a taxidermy business.

Stevens served eight years in the Army as a combat medic during Operation Desert Storm. After his service, he completed a degree in agriculture from Mississippi State University.

**Santana Wood** has been named managing editor for Tallapoosa Publishers Inc. TPI publishes The Alexander City Outlook, The Wetumpka Herald, The Tallassee Tribune, The Eclectic Observer and The Dadeville Record.

She was named assistant managing editor earlier this year, and has served as design editor for the company since her graduation from Troy University in 2017.

APA welcomes two new associate members

The Poarch Band of Creek Indians and Birmingham Fun and Family Magazine have been approved for associate membership in the Alabama Press Association.

**The Poarch Band of Creek Indians** is located in Atmore and will

be represented in the association by Public Relations Tribal Liaison Sharon Delmar.

**Birmingham Fun and Family Magazine** is a monthly magazine covering Jefferson and Shelby counties catering to families with listings

of activities and editorial content for parents and children in the area.

Matthew Allen, formerly with Starnes Publications, is the publisher.

Welcome to these new members!

Patterson named new Sentinel publisher

from the Jackson County Sentinel



DeWayne Patterson

Jackson County Sentinel managing editor DeWayne Patterson has been named the newspaper's new editor and publisher, Sentinel

owner Patrick Graham announced today.

"DeWayne has earned this opportunity," Graham said. "He immediately made the newspaper better when he took over as the Sentinel's managing editor, and I expect the same kind of results in the newspaper's overall operation as he takes over as the Sentinel's publisher."

Patterson replaces Brent Miller,

who had served as publisher since December of last year.

Patterson has been in the newspaper industry in the Northeast Alabama area for over 30 years. He has worked at the Sentinel since 2007 and served as its managing editor since 2012.

"This is a true honor and a dream come true," said Patterson. "I want to thank Patrick for the opportunity. I love the newspaper business, this newspaper and this community and its people. I believe deeply in a newspaper's role in the community and look forward to working with a great team to make this newspaper the best it can be."

Patterson began in the newspaper business in 1988, as a football and basketball correspondent. He spent 17 years at The Weekly Post in Rainsville, first as a sports editor

and later as managing editor, before coming to Scottsboro in 2007. Over the years, he has been honored with at least 40 writing awards.

"I've been fortunate to write stories about some great, unbelievable people during my career," said Patterson. "A newspaper chronicles the history of a community, and that's important. On the same hand, taking care of customers, whether subscribers, advertisers or print jobs is just as important."

Graham added, "DeWayne is what I like to call a 'newspaper guy,' someone who gets what we are trying to do and how to get it done. I look forward to working with him as he takes the Sentinel to the next level."

Patterson is married, and he and his wife, Dara, have one child – son, Luke.

## Charles Henry Land



Charles Henry "Charlie" Land, former editor and publisher of The Tuscaloosa News, passed away Aug. 27, 2019, in Tuscaloosa. He was 86.

A memorial service was held Sunday Sept. 1, 2019, at First Presbyterian Church of Tuscaloosa.

Friends sharing memories of Land at the memorial service were Jerry Carpenter, retired Tuscaloosa News executive; Jerry Belk, former executive of the Tuscaloosa Parks and Recreation Authority; and businessman and lay minister Cal Holt.

Land is survived by his wife of 37 years, Anne Tillotson Land. Anne Land was also a journalist early in her career, and eventually became editor of The Tuscaloosa News. She resigned that post and later graduated from The University of Alabama School of Law. She served as a clerk in the federal bankruptcy court for the Northern District of Alabama until her retirement.

Other survivors are: daughter, Nancy Land Seyfried of Tuscaloosa; granddaughter, Kelsey McFadden (Jayson) and great-grandson, Colton of Tuscaloosa; granddaughter, Carly Seyfried of Islamorada, Fla.; a son, Dr. Mike Land of Worcester, Mass.;

step-daughter, Mary Plott Leach (Jamie) and grandsons, Nicholas, Jackson and Samuel of Tuscaloosa.

Land was born in Memphis, Tenn., on Dec. 20, 1932, but he moved to Tuscaloosa as a child and remained here his entire life, except for a three-year stint in the United States Army (1950-53).

Charlie Land, an award-winning newspaperman and community leader, began his career at The Tuscaloosa News delivering newspapers on the west end of the city.

However, most readers came to know him first as a sportswriter, part-time and paid by the word, and later sports editor of the newspaper. He was named Sportswriter of the Year by the Alabama Press Association in 1966, and his career covering Crimson Tide football roughly overlapped that of legendary coach Paul W. Bryant.

He eventually rose to managing editor of the paper, and, in 1978, James B. Boone Jr. named Land publisher of The News. He served in that job until retirement in 1995. He was affiliated with The News and associated companies for more than 40 years.

Land also was a key leader in the early days of Boone Newspapers, Inc. and led that company as one of its early presidents. He served in that role until the early 1980s when The New York Times Company bought the Tuscaloosa paper and several others

owned by Public Welfare Foundation.

The Alabama Press Association honored Land with its Lifetime Achievement Award in 2003. He received numerous other awards for his service to the newspaper industry, to the University of Alabama and to the community.

During his career, Land served as a leader in virtually every community development organization in Tuscaloosa County.

His leadership helped to bring about the merger of the Tuscaloosa and Northport chambers of commerce. As chair of the Tuscaloosa County Industrial Development Corp., he was an important leader in the effort to locate the Mercedes-Benz manufacturing plant in the county.

Land served as president of the Alabama Press Association in 1992, and also as APA Journalism Foundation president in 1988. He was president of APA when Executive Director Mike Ryland died unexpectedly of a heart attack.

"We were a young staff when Mike died, and Charlie was a constant comfort to Brad, Leigh Leigh and me as we struggled in the aftermath of his sudden death," said APA Executive Director Felicia Mason. "He supported us and gave us the confidence to work through the unfamiliar situation we faced. We will never forget his quiet strength, and we continue to draw on the lessons we learned from him."

## Why we call it "Public Notice"

*From Public Notice Resource Center*

Statutorily required notice goes by a number of different names. There's "public notice," of course. "Legal notice" is a big one. "Legal ads" is also used quite often. And then there's plain old "legals," as in "the legals."

Ask someone in the newspaper business what they're called, and you may get any one of those answers. Ask someone outside the newspaper business the same question, and the response is likely to be, "Huh?"

There are a number of reasons for the public confusion over public notice advertising, including the fact that we in the newspaper industry can't agree on a name for them. Branding 101 would suggest that's a problem.

Of course, it's not all our fault. Legislators have played a role in this. The general statutes of Arkansas, Colorado, Kentucky and many other states refer to them as "legal notices." The laws in California, South Dakota and Oregon call them "public notices." Some state statutes, like Massachusetts, refer to them as both.

Our policy at the Public Notice Resource Center is as follows:

1. For the sake of clarity, the newspaper business should settle on one name; and
2. For branding purposes, that name should be "public notice"

Why is "public notice" preferable to "legal notice" or "legal ads?" Because the word "public" has positive conno-

tations. The word "legal," on the other hand, is a mixed bag.

"Public notices" sound like a civic good. They're about notifying the public. Who can be against notifying the public?

By contrast, "legal notices" sound kind of scary. Like someone did something wrong and needs to be told about it.

From an advocacy and framing perspective, the words "public notice" are a gift. Let's use them precisely as they have been gifted to us. So, when you talk about them, when you publish them in your newspaper and when you post a link to them on your website, please call them "public notices."

## Local newspapers still outpace other outlets

The Poynter Report recently shared a study from Nieman Lab's Philip Napoli and Jessica Mahone showing "that despite the economic hardships that local newspapers have endured, they remain, by far, the most significant providers of journalism in their communities."

Napoli and Mahone found that

while local newspapers accounted for roughly 25% of the local media outlets in their sample, they accounted for nearly 50% of the original news stories in their database.

They also wrote, "Local newspapers also accounted for nearly 60% of the local news stories in our database (again, while accounting for only

25% of the outlet in our sample).

Essentially, local newspapers produced more of the local reporting in the communities we studied than television, radio, and online-only outlets combined."

Read the full story here: <https://www.niemanlab.org>.

## Editor and Publisher Sold to Media Consultant Mike Blinder

Duncan McIntosh, president and group publisher of the Duncan McIntosh Co., Inc. and owner of Editor and Publisher (E&P), announced recently the sale of the trade magazine to media consultant Mike Blinder and a newly formed company: The Curated Experiences Group.

The sale closed on Aug. 30. Terms of the transaction were not disclosed. Jeff Gruenhut of Grimes, McGovern & Associates represented McIntosh in the sale.

E&P is the authoritative journal covering all aspects of the newspaper industry, including business, newsroom, advertising, circulation, marketing, technology, online and syndicates. The magazine dates back to 1884 when The Journalist, a weekly, was founded. E&P was launched in 1901 and merged with The Journalist in 1907. E&P later acquired Newspaperdom, a trade journal for the newspaper industry that started in 1892. In 1927, E&P merged with another trade paper, The Fourth Estate. In 2010, McIntosh purchased E&P from Nielson Co., reviving the magazine after it had closed.

Based in Southern California, The Duncan McIntosh Co., Inc. was founded in 1979 as a publishing company and producer of Southern California boat shows. Today, the company publishes three consumer boating titles: Sea magazine, Boating World magazine and The Log newspaper, and the OC Weekly,

a tabloid covering Orange County news, arts and entertainment. The Duncan McIntosh Co., Inc. also produces the Newport Boat Show, the Los Angeles Boat Show, the Southern California Boat Show, the San Diego International Boat Show and the Fred Hall Shows.

"With all our media holdings at DMC, I am particularly proud of E&P with its 135-year-old heritage as the voice of the news publishing industry," said McIntosh. "I pass along the legacy of this great publication into the hands of a man I am confident understands E&P's importance. Mike is a man of boundless energy

and ideas, so I feel good that passing the baton to him will inject vibrancy into E&P to continue its mission as the authoritative voice of news publishing."

With a background in radio and television, Blinder eventually

made his way into print and started one of the first digital newspapers in the U.S. He resides in Tampa Bay, Fla., and for more than 20 years, he has worked with numerous newspaper groups through his media consulting firm The Blinder Group.

Speaking about his new role, Blinder said: "I have a lot of respect for Duncan. Nine years ago, just after the start of the recession, he stepped in and rescued E&P from

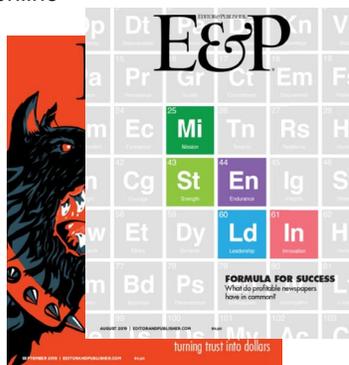
the Nielsen chopping block. Even with its substantial resources and its Scarborough Research tie-in to the newspaper industry, Nielsen had given up on E&P. With his amazing team, Duncan was able to not only keep E&P publishing, but build on that respected brand and grow its relevance to all news publishers."

Looking ahead, Blinder wants E&P to continue being the go-to resource for publishers when it comes to implementing successful sales and business strategies, and he plans to expand the E&P brand onto other platforms such as podcasting and voice, while delving into deeper issues regarding news publishing including freedom of the press and the power of local journalism.

Nu Yang, former managing editor, will serve as the magazine's new editor-in-chief, and former Assistant Editor Evelyn Mateos will now serve as managing editor. The October 2019 issue will be the first under the new ownership.

"I learned a lot about the news industry during my eight years working with Duncan, and I'm excited to see where Mike takes E&P to next," Yang said. "After helping newspapers for more than two decades, Mike understands the needs and wants of the news publishing audience, and I know he's passionate about the industry."

In addition to the monthly print magazine, daily email newsletter, and website, E&P also produces the Newspaper DataBook and the EPPY Awards (the new ownership will not affect the 2019 EPPY Awards, which is already underway).



## Creating believable advertising



*Ad-libs*  
by John Foust

“Willing suspension of disbelief” is a cornerstone of entertainment. The term was coined in 1817 by poet Samuel Taylor Coleridge, author of “The Rime of the Ancient Mariner.” It refers to the fact that an audience must temporarily suspend rational judgment in order to enjoy a story or presentation.

The person on the screen is an actor, not the actual person he or she is portraying. People who wear capes can’t really fly. The woman in a magic act isn’t really cut in half.

Suspension of disbelief is a good thing. We do it with ease. It makes mystery novels interesting. It makes ghost stories around the campfire more fun. And it keeps us on the edge of our seats when we go to action movies.

All of this is fine in the entertainment business, but things are different in the real world. Consider this profession of advertising. Suspension of disbelief is not necessary. It’s an ad creator’s job to encourage willing belief. Here

are three points to keep in mind:

1. Tell the truth. It all starts here. Once someone catches a person in a lie, it’s hard to believe anything else that person says. The same goes for advertising. Stretch the truth and pay the price in the marketplace.

Of course, there are laws protecting consumers from bait-and-switch promotions and other deceptive schemes. But what about exaggerations and unsubstantiated claims? Although most of them are not technically illegal, these seemingly innocent copy techniques can be just as misleading.

Consumers are confused when competing advertisers each claim to be the “best.” And they are suspicious when every sale is promoted as “the biggest sale in our history.”

2. Use evidence. Just like attorneys are well armed with facts to back up their positions in the courtroom, advertisers should support their claims with evidence. Saying, “This new widget will save money” is not nearly as effective as saying, “The XYZ Board’s tests show this new widget can save up to 10 percent on your energy costs.”

A testimonial is another form of

evidence. To be believable, testimonials should feature real customers, not professional actors. Real customers add authenticity to marketing campaigns, because they have actually used the advertised product.

3. Focus on benefits. Every advertiser wants people to believe their products and services are the right choices. The fastest way to do that is to talk in terms of benefits.

Benefits generate belief. Think of the things you have bought for yourself. Every purchase was based on the benefits those things would provide. You chose Residence A over Residence B, because it offered better features, location and price. Car A was a better fit for you than Car B, so you chose Car A.

Willing suspension of disbelief and willing belief are both based on trust. When we go to a movie, we say, “I trust you to entertain me.” And when we encounter the right kind of advertising, we say, “I trust the information in this ad to be reliable.”

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

## Using social media as a sales tool makes sense, but don’t forget the personal touch.



by Brad  
English, ANAS

At my sister-in-law’s after rehearsal dinner, my father-in-law stood up to welcome the guests and introduce some of the family members. “My wife and I have been married 23 wonderful years,” he said. “We’ve actually been married 28 years, but only 23 of them have been wonderful.” We laughed. And many of us can quietly relate.

So it is with relationships. And fostering strong relationships is important, if not critical,

to the health of any organization, institution or business. Strong relationships provide a bridge to effective communication, trust and openness. All of which are key ingredients to success in sales.

And speaking of relationship building, it seems social media is becoming a valuable tool for many sales people. Not only are Facebook, Twitter and LinkedIn used to keep tabs on our friends, but more and more successful sales reps are finding leads through social media.

Jim Keenan, the social sales specialist and contributing author of the book *The Rise of Social Salespeople*, argues that us-

ing social media to sell increases profits. His firm released a study that supports his arguments. Consider that over half (54%) of the respondents who used social media tracked its usage to at least one “closed deal.” Over 40% say it contributed to two or more sales, with 10% indicating it is the single biggest factor in closing the sale. But the most telling statistic is that 78.6% of those using social media to sell, out-performed those he didn’t. By the way, the top social selling sites are, in order, LinkedIn, Twitter and Facebook.

*social* continued on pg. 8

*social*  
continued from pg. 7

I ran across an interesting story of one woman who was a media director at a prominent agency. After being harassed by one media rep about getting an appointment, she went to her Twitter account to complain the rep “was so annoying.” Just so happens a competing rep was a “follower” of hers on Twitter and managed to parlay this nugget of knowledge into an appointment of his own.

Now, for those managers that are cringing over the prospect of

seeing your sales reps spending all of their time on Facebook, fear not. 50.1% of sales people who report using social media as a sales tool say it takes up less than 10% of their selling time.

But for all of the advances technology allows, there is still no replacing the personal touch. A handwritten thank you note. Or perhaps something completely unexpected and unnecessary.

Several years ago I took a spill in a Publix that resulted in a long and painful shoulder surgery and rehab. Some folks who didn't have to, took the time to send a “get well soon” plant. It was a gesture I've

never forgotten.

A few weeks ago I sent a plant just like it to my buddy as a housewarming gift. It was really a preemptive “get out of jail free” card to all of us who will frequently take advantage of her gracious hospitality this football season.

So while there's certainly a place for utilizing social media as a sales tool, be careful that your sales reps don't allow it to become a crutch or an excuse to actually stop by for a face-to-face meeting. There will never be a replacement for the human, personal touch. After all, that's what relationships are all about.

**Help Wanted**

**Editor/Reporter - SW Alabama**

Working editor/reporter sought for locally owned weekly newspaper group: The Clarke County Democrat (Grove Hill), The South Alabamian (Jackson) and The Thomasville Times. Duties would include all aspects of community news coverage-government, police, schools, features and more. Good writing, design/layout and photography skills needed. Most important is a motivated self-starter who wants to work, likes people and loves newspapers. Send resume to jimcox@tds.net.

**Graphic Designer - SE Alabama**

Graphic designer sought for weekly newspapers for ad layouts and other duties. Familiarity with basic design programs a must, especially inDesign and Photoshop. Send resume to moe@pujolprint.com

**Reporter/Asst. Editor - LaFayette, GA**

The Walker County Messenger, a weekly newspaper in LaFayette, Ga., is searching for a reporter/assistant editor. We are looking for someone with a jour-

nalism background, strong reporting and editing skills who is ready to step into a leadership role in the newsroom and to represent the newspaper in the community. The Walker County Messenger is owned by Times-Journal, Inc., publisher of the Marietta Daily Journal, Rome News-Tribune and two dozen weeklies in metro Atlanta and north Georgia. Employee Benefits include 401k, insurance, vacation, holiday and sick pay. Send cover letter, resume and writing samples to John Bailey at jbailey@npco.com

**\$\$\$**

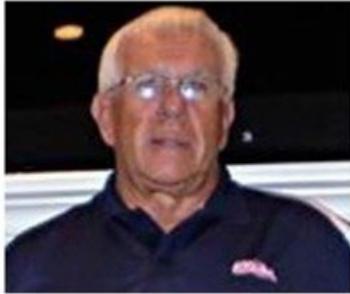
**Increase Your Sale Commissions!**

*Kudos to  
The Moundville Times  
for making sales in August!*

The Retail Display Network offers advertisers the opportunity to expand their reach regionally or statewide. **For each ad you sell, your paper keeps 1/2 of the amount in addition to your**

For more information contact  
**Meegan Maxwell at APA/ANAS**  
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# **ALABAMA** **DAILY NEWS**

## Capitol News Service

### **OVERVIEW**

For the second year, Alabama Daily News will offer a Capitol News Service providing quality, localized content for subscribing news outlets during the legislative session. So few newspapers are able to have reporters on staff dedicated to the State House beat these days, and yet many publishers and editors would like to run regular stories about what's happening in the Legislature. That's particularly true if the stories can have a localized angle. Our Capitol News Service solves this problem in a way that provides meaningful news for readers at an affordable price for publishers. The service is not meant to compete with the Associated Press, but rather complement its coverage.

### **CONTENT OFFERINGS**

- At least three daily stories each week on activity from the House, Senate, committees, Governor's Office or executive agencies;
- Each story localized with quotes from legislators in the subscribing outlet's area, along with other relevant information (how they voted, etc.);
- Daily deadlines negotiable depending on the subscriber's needs;
- A weekly enterprise story from Mary Sell going deeper into topical issues. Available Friday evenings for weekend publication;
- Columns from Publisher Todd Stacy and ADN guest columnists;
- Photos from the State House, including generic shots and candid;
- Limited availability to work with subscribing outlets on specific requests, including pursuing local leads, chasing down quotes, or working on outlet-specific narratives.

### **TIME**

Subscriptions are available from January 26 to one week after the Regular Session ends, which is likely to be mid May (by law they must adjourn by May 21). That allows for preview stories the week before session begins and wrap-up stories one week after it ends.

### **COST**

Rates available upon request. Reduced content arrangements and a la carte rates are negotiable. Contact Todd Stacy at [todd@aldailynews.com](mailto:todd@aldailynews.com) or 202-815-3863.