

# AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

OCTOBER 2019

## Important Dates

**2020 Winter Conference**  
**Birmingham Marriott**  
**Thursday-Friday,**  
**February 6-7, 2020**

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**FREE 'America's  
Newspapers' Webinar**  
[Can you 'talk the talk' of digital  
advertising? In this 45-minute  
webinar, experts from Lineup  
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you're in print, understanding digital  
advertising is critical for success.](#)  
**Tuesday, October 29**  
**2 p.m. CDT**

Four APA women recognized as Top Women  
in Alabama Media for 2019

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

In the heart of Alabama's literary capital,  
Monroe Journal is a family's labor of love

A new champion for newspapers is born

U.S. Postal Service taken to task for spotty  
service; NNA renews calls for postal reform

Federal government increases overtime salary  
threshold

Postal Service Announces New Rates

Tiny ads can pack a powerful punch

Covering substance abuse workshop available

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## Four APA women recognized as Top Women in Alabama Media for 2019

Together with locally and nationally recognized female leaders, Business Alabama magazine is showcasing and honoring women in media across Alabama who demonstrate outstanding performance and leadership ability.

The four APA women are: Dee Ann Campbell from The Choctaw Sun-Advocate in Gilbertown; Glenda Curl from The Wilcox Progressive Era in Camden; Jennifer Cohron from Daily Mountain Eagle in Jasper; and Felicia Mason, from the Alabama Press Association. Honorees were selected by a panel of independent judges from out of state, representing broadcast, publishing and agency affiliations.

The 2019 honorees will be recognized at an awards ceremony on Nov. 4 featuring keynote speaker Sharyl Attkisson, a nonpartisan investigative journalist, five-time Emmy Award winner, and recipient of the Edward R. Murrow award for investigative reporting. She is author of two New York Times best sellers: "The Smear: How Shady Political Operatives and Fake News Control What You See, What You Think and How You Vote," and "Stonewalled." She is host of the Sunday morning national TV news program, Sinclair's "Full Measure," which focuses on investigative and accountability reporting. For 30 years, Attkisson was a correspondent and anchor at CBS News, PBS, CNN and in local news.

Other honorees are: Rebecca Arbour from iHeartMedia; Hannah Black from SummitMedia; Susan Britt from Alabama Political Reporter; Anne Cain from Meredith Corporation; Chandra Clark from UA



College of Communication and Information Sciences; Ann Collister from Stroh Communications; Tapeka Fennell from Fennell Media Group; Edie Hand from Hand 'N Hand Entertainment; Sherri Jackson from CBS 42; Bradford Kachelhofer from The Modern Brand Co.; Brenda Ladun from Alabama's ABC 33/40; Carmelita Palmer from iHeartMedia; Audrey Pannell from Style Advertising, Inc.; Deborah Pearson from WOOF Radio; Roxanne Richardson from WDJC; Anne Riley from Uptick Marketing; Carrie Rollwagen from Infomedia; Margot Shaw from Flower Magazine; Natalie Smith from SummitMedia; Dawn Taylor from AAF Birmingham; and Sharon Tinsley from the Alabama Broadcasters Association.

The awards ceremony will be held Monday, Nov. 4, 2019, at the Hyatt Regency Wynfrey Hotel Birmingham. Doors open at 5:30 p.m. and the program begins at 6 p.m. Dress is business professional.

Tickets are \$50 and can be purchased at: <https://businessalabama.com/top-women-in-alabama-media-event-tickets/>

## 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.

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.

Nomination forms for Lifetime Achievement are available at <https://www.alabamapress.org/contests-awards/lifetime-achievement-awards/>.

**awards** continued on page 3

**awards***continued from page 2*

Please include your letter of recommendation along with letters from others that might want to advocate for that individual.

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.

To make a nomination for the Emerging Journalist, go to <https://www.alabamapress.org/contests-awards/emerging-journalist/> to see details and download the nomination form. Please include your letter of recommendation along with letters from others that might want to advocate for that individual.

The selection committee will consist of APA's four officers and two additional board members. The deadline for nominations is Nov. 29, 2019.

## In the heart of Alabama's literary capital, Monroe Journal is a family's labor of love

By Teri Saylor, from *Publishers' Auxiliary*

Bo Bolton likes to joke about the time his mother took him and his two brothers to dinner after a University of Alabama football game and encountered one of her former classmates. She introduced one of her sons as "a doctor," and another as "a dentist," and when she got to Bolton, she introduced him by his given name, "Kermit" and said, "he throws newspapers for a living."

Bolton laughs as he explains that when he told his mother he worked for a newspaper, she asked about his job description.

"She asked if I was a writer, and I said 'no.' She asked if I sold advertising and I said 'no,' and she asked if I worked in production, and I said 'no,' Bolton said. "Then she asked just what I did and I told her I throw newspapers."

Actually, Bolton worked in the newspaper's circulation department, where his job was supervising carriers.

Today, he is the owner and publisher of the storied Monroe Journal in Monroeville, Alabama, a small, rural, picturesque community in the Piney Woods region of southwestern Alabama and home of Harper Lee, famous author of "To Kill a Mockingbird." The book's leading character, country lawyer Atticus Finch, was modeled after her father, A.C. Lee, who at one time was part-owner and editor of the Monroe Journal.

Today, Monroeville is known as the literary capital of Alabama, and the old courthouse, made famous by Lee's novel, is on the National Historic Register.

The Monroe Journal, founded in 1866 in Claiborne, Alabama, has a history as distinguished as the community it covers. The newspaper moved to Monroeville in 1867 and landed in the hands of the Salter family, who owned it for more than six decades. The Monroe Journal made

its way into the hands of William Stewart in the 1940s, whose family owned it until a year after his death in 1995. Bolton bought it in 1996.

Bolton graduated from the University of Alabama as the Vietnam War raged. The U.S. Armed Forces drafted him and sent him to the Examining and Entrance Station in Coral Gables, Florida, where he served at the Armed Forces Infantry Station until he was discharged. He began pursuing a post-graduate degree when he saw a classified ad in the Tuscaloosa News seeking someone to work in the newspaper's circulation department. He was there for three years before joining Boone Newspapers in Clinton, North Carolina, where he helped convert two weekly newspapers into the daily Sampson Independent, which is still in business today.

In 1982, at the age of 31, he returned to Alabama and was publisher of the Demopolis Times. He stayed there for four years until he got the itch to own a newspaper himself. Along with his wife, Jodie, a graphic artist, they looked at newspapers across the southeast and sold their house to pay for the Tri-City Ledger in Flomaton, Alabama. After eight years, he set his sights on the Monroe Journal, one of the state's top newspapers. The owner, William Stewart had just died, and the family was cool to the idea of selling the newspaper, but eventually, they worked out a deal, and he's been owner and publisher now for 23 years.

"You have to be cognizant of the newspaper's history and legacy and follow the standards that have been set for years," he said. "The community in Monroeville holds that legacy dear."

But despite the newspaper's romantic history, Bolton focuses on more practical matters — staying alive and relevant in the face of a changing media landscape,

mergers, corporate ownership and the declining advertising that threaten to bring all newspapers' legacies to a screeching halt.

The pre-print business is drying up because many of the heaviest pre-print advertisers are merging or going out of business.

"It's tough in the marketplace today," he said. "Two of our grocery stores have shut down. Sears is gone. Rite Aid has merged with Walgreen's, and three out of four of those stores ceased operations the first of the year."

In addition to publishing the Monroe Journal, Bolton prints and offers consulting services to 15 other weekly newspapers in his region. Jodie Bolton provides graphic design services. Today, that printing business makes up a large source of the newspaper's revenue, Bolton says. He puts a high value on stellar print quality, which leads to a thriving business.

"When I bought the Monroe Journal, the paper came with a job printing shop," he said. "Six or seven years ago, I bought a digital press that can print up to 70 pages with process color on every page."

That was a game changer for his printing business. The digital printer doesn't require a trained pressman to operate it. Bolton uses that press to print his annual Discover magazine and other glossy publications in the community.

The Friday night lights have started shining brightly on the Monroe Journal's printing operation, too. Bolton took over publishing two local high school's football programs each week, selling ads, composing the pages and doing the printing. This fall, he'll add another high school to his line-up.

Bolton also publishes a shopper that covers six counties.

**Monroe continued on page 4**

## Monroe continued from page 3

The Monroe Journal's office is located one block off the town square, near the famous old courthouse — now a museum on the National Register of Historic Places — and the newer courthouse. Once thriving, the downtown business landscape is receding.

"Downtown used to be full of retail, and now there is just a handful of shops and businesses," Bolton said. "I could see this coming a number of years ago, and this is the reason I started printing so many newspapers."

The Monroe Journal is a family affair. The Boltons' son, daughter and son-in-law play key roles in advertising and design. Jodie Bolton is associate publisher and art director. "My wife has been instrumental in our business, and I wouldn't be where I am without her," Bo said.

Despite its firm toehold in history and its larger-than-life stature as a mecca for lovers of southern literature, Monroeville is a typical southern town, and the Journal is a typical weekly newspaper. The town's population is 5,850, according to 2018 U.S. Census figures. The newspaper's circulation is around 6,000, published on Wednesdays and distributed through the mail and from newspaper racks.

The Monroe Journal covers the usual community news including local government, schools, sports, and lifestyle features. It has a church page, a classified ad section and a healthy inventory of legal notices. One of the paper's standout features is its editorial section. In today's shrinking newspapers, editorials are shrinking too, but not at the Monroe

Journal. The newspaper still carries a full opinion page and a full op-ed page. Bo does not write editorials; he leaves that to his editor, but he approves all the columns and editorials that go on those pages. He believes it is important for a newspaper to devote space to opinions, and he views it as his newspaper's duty and mission.

*"I believe all community newspapers have similar opportunities that can be tailored to their own community's strengths. Look for those opportunities in your own community and seize on them."*

*-Bo Bolton*

"We're leaders in our community, and we must set the standard," he said.

As publisher, Bo also strives to be out in his community as much as possible, so he also works as a reporter, covering local government meetings. He is active in the newspaper industry and serves as a Region 3 director on the National Newspaper Association's board of directors and is a past president of the Alabama Press Association.

Bo values the watchdog role newspapers play and views their ability to provide community news coverage as

among the industry's greatest strength, but he worries about the future and sees declining advertising revenues as its biggest threat.

"If newspapers go out of business, who is going to watch the government and keep their eye on it?" he asks. "It scares me at the local, state and national level."

Bo once asked a longtime publisher the key to success. "He told me the key was to sell, sell, sell and sell some more," he said. "If you can do that, you can afford to pay reporters to cover the news."

He has little faith in the internet but publishes a fine online product, even though, like other publishers, he is struggling with how to create an online revenue model.

The future of newspapers is shining at a lower wattage that takes him out of his comfort zone, but he's not giving up. "We'll always have a newspaper. We are in a tough situation and just looking for ways to offset our losses in retail with other sources of income."

And for Bo, his alternate sources of income — his large-scale printing business and his newspaper consulting activities — help pay the bills. The Monroe Journal publishes special sections each month, tailored to the needs of the community. Advertisers love them.

"I believe all community newspapers have similar opportunities that can be tailored to their own community's strengths," he said and offers advice to his fellow publishers. "Look for those opportunities in your own community and seize on them."

*Teri Saylor is a freelance writer in Raleigh, North Carolina. Contact her at 919-604-0288.*

## Are you ready to win?

The 2020 AMA contest will open (editorial division) on December 20, 2019.

Set aside physical and digital copies of your best of the best 2019 work now!



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## People &amp; Briefs

**Katherine Miller**, publisher of The News-Courier in Athens, has been named general manager of The Cullman Times, the North Jefferson News in Gardendale, and the St. Clair News-Aegis in Pell City. The papers are part of the CNHI newspaper group in Alabama.

Miller began her sales career at the Joplin (Mo.) Globe in 1997, and came to Athens in 2010 as the advertising director.

**The Daily Mountain Eagle** in Jasper has started a new political history podcast, "Left on Red."

Jennifer Cohron, the Eagle's features editor, and Cordova Mayor Drew Gilbert, are hosts of the podcast. Alabama Senate Majority Leader Greg Reed,

Walker County Sheriff Nick Smith, U. S. Sen. Doug Jones and Senate candidate Tommy Tuberville are among the guests scheduled for the first season episodes, which will be released weekly through Nov. 21.

**The Tuscaloosa City Council** has approved the purchase of The Tuscaloosa News building for a total of \$8 million.

The city plans to move the Tuscaloosa Public Library and the Children's Hands-On Museum into the building.

Tuscaloosa News General Manager Bobby Rice says the sale will not affect the day-to-day operations of the newspaper. "We will maintain our website, and as we always have, we will continue to publish

the newspaper seven days a week," Rice said.

The purchase of the land and construction of the new building was approved in 2000, and the News moved in 2002.

**The Selma Times-Journal** has finalized an initiative to digitize its archives, some dating back to the 1830s. Partnering with the Selma-Dallas County Public Library and Ancestry.com, over 550 reels of microfilm will be converted into a searchable format that users can access from their computers.

The newspaper will continue to be microfilmed, and those reels converted to the digital format will still be available at the library.

## A new champion for newspapers is born

America's Newspapers – the association formed from the merger of the Inland Press Association and Southern Newspaper Publishers Association – was ceremonially launched Oct. 6 at its inaugural meeting in Chicago.

America's Newspapers unites two of the oldest press associations to form one of the industry's largest advocates for newspapers and the many benefits to their communities, civil life, freedom of expression and democracy.

"Newspaper journalism provides a voice for the voiceless, challenges elected officials, shines a light on government, calls for change when change is needed, and exposes corruption and injustice," said Chris Reen, the president and publisher of The Gazette in Colorado Springs who will serve as the first president of America's Newspapers.

**America's Newspapers**  
NEWSPAPERS.ORG

America's Newspapers has adopted a mission of redoubling the commitment of its legacy associations to explain, defend and advance the vital role of newspapers in democracy and civil life. It will put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses.

Along with its new name and logo, America's Newspapers launched the

website newspapers.org, and social media outreach on Facebook, LinkedIn and @NewspaperOrg on Twitter.

For its members, America's Newspapers will continue the work of Inland and SNPA in providing research, education and practical information all aimed at optimizing their business, deepening their community engagement, and enhancing the quality of their journalism. America's Newspapers will continue to reflect the culture of collegiality and sharing that characterized its predecessors, its leadership vowed.

In addition to its new president, Chris Reen, inaugural officers include:

- Vice President: Alan Fisco, president, The Seattle Times Company, Seattle, Wash.
- Treasurer: Nat Lea, president and CEO, WEHCO Media, Little Rock, Ark.
- Secretary: Cameron Nutting Williams, regional publisher, Ogden Newspapers, Frederick, Md.

The initial board of the new association includes nine members from the former SNPA board, nine members from the former Inland board, three R&D partners and the four officers.

Dean Ridings, former executive director of the Florida Press Association was named CEO of the new association. He will begin his new role on Nov. 11.

Tom Slaughter, who had been Inland executive director, and Edward VanHorn, who had served as SNPA executive director, will stay on at America's Newspapers through a transition period.

All current members of SNPA and Inland will become members of the new association.

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## U.S. Postal Service taken to task for spotty service; NNA renews calls for postal reform

The National Newspaper Association, while meeting for its annual convention in Milwaukee, Wisconsin, called for Congress to renew its commitment to postal reform in light of a new report criticizing the Postal Service for steeply rising costs despite spotty service performance.

NNA President Matthew Adelman, publisher of the Douglas (Wyoming) Budget, said NNA members are concerned about a report from the USPS Inspector General that Periodicals are not being delivered on time even though mail processing costs for overtime have risen 43% and delivery overtime costs have risen 26% in the past five years.

The report said that although Periodicals delivery had improved somewhat over the past five years, on-time delivery has still never hit its target in that time period.

"The Postal Service is clearly a stressed organization. It is being pushed

from all sides — falling mail volume, an expanding delivery network, rising labor costs and a new demand to deliver packages, which are more costly to handle," Adelman said.

The Postmaster General has said the system will run out of cash in 2024. NNA is deeply worried that Congress has allowed other legislative priorities to push postal issues off the table, despite the warning signs coming from USPS.



"For newspapers, these stresses are doubly alarming. They tell us that subscribers are at risk of not receiving their papers on time, in an era where the internet promises instant delivery. But the internet does not produce sufficient revenues to support a newsroom, and most of our readers want the hard copy.

We can see that pressure to increase postage rates is bound to come our way unless Congress acts and that USPS will continue to want to eliminate days of service, which is particularly worrisome in rural areas," Adelman said.

"NNA has stood up repeatedly over the past decade and a half to ask Congress to address the Postal Service's many issues. We have agreed in the past to increased postage rates so long as service is fixed; and we have taken many steps to make our mail as easy as possible to handle. But if the newspaper is not in the mailbox on time, both our business and the Postal Service's mission are at serious risk. Congress must keep the health of our nation's delivery system at the top of its priorities," Adelman added.

The Inspector General's report is at <https://www.uspsoig.gov/document/assessment-us-postal-service%E2%80%99s-service-performance-and-costs>.

## Federal Government increases overtime salary threshold

The annual salary threshold for exempt employees under the Fair Labor Standards Act will increase on January 1, 2020 to \$35,568 from \$23,660, the United States Department of Labor announced recently. The announcement officially killed a rule on the books that would have caused minimum salaries to go up to \$47,476. That rule had been put on hold first by court action and then by the Trump administration in 2016.

The Labor Department said it had considered the petition of National Newspaper Association, the YMCA, the Grocery Manufacturers Association and others to allow the increase to be phased in. But the desires of large employer organizations to absorb only a one-time adjustment won the day. The Department did say, however, that it was discarding its original proposal to revisit the threshold every four years. Instead, it said, reviews should be dictated by economic conditions.

The announcement was not a surprise to NNA, according to Chairman Andrew Johnson, publisher of the Dodge County Pioneer (Mayville, Wis.).



"NNA had concerns and still has concerns that many of our newspapers in economically-distressed areas are going to find this new threshold impossible to meet. They will have no choice but to reduce staff and knock some full-time jobs back to part-time. That inevitable

consequence will hurt news coverage in those areas. We urged a phased-in threshold to help protect those jobs, but although our concerns were heard, the Department decided to recognize them in other ways. At the same time, this threshold has not been revisited since 2004. We acknowledged it was time for an adjustment. And we are immensely relieved that the old proposal to double the salary base in one gigantic leap, which really would have been a job killer, is now officially dead," Johnson said.

"In light of the effect of this decision upon some of our smaller newspapers, we expect more salaried part-time jobs to be created in the industry," he said. "Employers are specifically instructed in this new rule that salaries for part-timers are a recognized way to meet fluctuating work-week needs in businesses. NNA appreciates the Department's clearer guidance in helping our members comply with the Fair Labor Standards Act."

## Postal Service Announces New Rates

By Paul J. Boyle, News Media Alliance, October, 2019

The U.S. Postal Service (USPS) on Oct. 9 filed notice for new postal rates for market-dominant products, which includes Marketing Mail and Periodicals. If approved by the Postal Regulatory Commission (PRC) in the coming weeks, the new rates will take effect on Jan. 26, 2020.

The Postal Service is required by law to maintain rates within the Consumer Price Index. For this reason, postal rates increased by 1.9 percent overall; however, there are variations within rate categories. Rates for Saturation/High Density Plus/High Density flats, which are the typical rate categories for newspapers' Total Market Coverage products (ad inserts to non-subscribers),

increased by less than 1.9 percent, and in some cases not at all. For example, a six-ounce saturation flat entered at a local post office will receive a 1.46 percent rate increase.

Publishers that send Periodicals Within County will not see much of a change. The Postal Service increased rates the most for Periodicals that are sent Outside County in sacks, trays and bundles. The Postal Service wants publishers to prepare more Carrier Route pieces.

This could be one of the last years in which the Postal Service is required to maintain price increases within the Consumer Price Index. The Postal Accountability and Enhancement Act of 2006 requires the PRC to review the current rate-making structure to

determine if it is fulfilling the objectives of the law. One of these objectives is to ensure that the Postal Service has "adequate revenues" to fulfill its universal service obligation. The PRC is currently reviewing the current rate structure and could propose an alternative rate system by the end of the year. There is much speculation in the mailing community that the PRC will propose a rate system that allows the Postal Service to increase rates beyond the CPI to cover its financial obligations and force underwater products to cover their costs. This is likely to be a very contentious issue in the months and years ahead.

*Paul Boyle is the senior vice president of public policy at News Media Alliance.*

## Covering substance abuse workshop available for journalists

The epidemic of opioid use and other substance abuse has hit many rural communities hard, but rural news media have a hard time covering this difficult subject, for various reasons.

On Nov. 15 in Ashland, Kentucky, a workshop for journalists will try to change that.

Covering Substance Abuse and Recovery: A Workshop for Journalists will be held at the Marriott Delta Downtown by the Institute for Rural Journalism and Community Issues and Oak Ridge Associated Universities. Registration is now open; space is limited, and the early bird registration rate of \$50 is good until Nov. 1. Registration will close Nov. 8.

The workshop is designed to help rural journalists cover a subject that needs covering, in order to help their communities deal not only with substance abuse, but to know how recovery is possible.

The agenda is packed with a variety of experts in the field including award-winning journalists, authors, researchers, officials, and people in recovery. Several award-winning journalists who have been leaders in covering these topics in Appalachia and adjoining areas are among the speakers:

- Beth Macy, award-winning author of *Dopesick: Dealers, Doctors, and the Drug Company That Addicted America*, recently released in paperback. She will appear via Skype.
- Terry DeMio and Cara Owsley, Pulitzer Prize-winning journalists from the Cincinnati Enquirer. DeMio has been

the newspaper's opioid beat reporter for five years, and Owsley is photography director. They worked on the Pulitzer-winning series, "Seven Days of Heroin."

Tilley, who is a former legislator, attorney and television journalist.

Attendees will learn about the issues from a variety of experts in the field including award-winning journalists, authors, researchers, officials and people in recovery. The goals are to help journalists:

- Understand the depth and breadth of the problem and how it affects local communities
- Know how to get reliable data and other local information for reporting
- Develop local, state, regional and national sources for stories and story ideas
- Hear reporters explain how they cover the problem and the people affected by it
- Appreciate the role of local news media in reducing the stigma that inhibit local action

Research by Oak Ridge Associated Universities has shown that the stigma attached to drug use and addiction are major obstacles to news coverage of the problem, which makes it harder for communities to find solutions.

The workshop will begin with an informal gathering at the Delta hotel on Thursday evening, Nov. 14, and run from 8:30 a.m. to 5:15 p.m. Nov. 15. Online registration is required, and a room block with a favorable rate of \$109 a night is available at the Delta. The registration site ([www.cvent.com/d/vyqyqs](http://www.cvent.com/d/vyqyqs)) has a link to the hotel reservation site. Please contact Institute Director Al Cross with any questions: [al.cross@uky.edu](mailto:al.cross@uky.edu).

**Save the Date**

**Covering Substance Abuse and Recovery: A Workshop for Journalists**

*A one-day workshop for journalists on the problem of substance abuse and how to cover it*

**Friday, November 15, 2019 - Ashland, Kentucky**

**FEATURED SPEAKERS**

- Beth Macy** - Award-winning author of *Dopesick: Dealers, Doctors, and the Drug Company That Addicted America*
- Terry DeMio** - Pulitzer Prize-winning journalist from *The Cincinnati Enquirer*; on the newspaper's opioid beat for five years
- Eric Eyre** - Pulitzer Prize-winning journalist from the *Charleston Gazette-Mail*, who revealed opioid distribution patterns in West Virginia
- Sharon Burton** - Editor/publisher of the *Adair County (Ky.) Community Voice*, a national leader in substance-abuse coverage by small newspapers
- Al Cross** - Director of the Institute for Rural Journalism and Community Issues

**Online registration will open soon.**

Save this date to get help from journalists and other experts on how to cover a subject that is difficult but demands our attention.

**QUESTIONS? Contact [across3@email.uky.edu](mailto:across3@email.uky.edu)**

University of Kentucky ORAU

- Eric Eyre of the *Charleston Gazette-Mail*, who won a Pulitzer in 2017 for revealing county-by-county patterns of opioid distribution in West Virginia.
- Sharon Burton, editor and publisher of the *Adair County Community Voice* in Columbia, Ky. Burton is a national leader in substance-abuse coverage by small newspapers and winner of the 2016 Al Smith Award for public service through community journalism in Kentucky.
- Kentucky Justice Secretary John



## Right and left brain selling



*Ad-libs*  
by John Foust

Diane was telling me about her early days in selling. "One day stands out in my mind," she said. "I had back-to-back appointments with two different prospects to talk about a special section. The first person was interested in what his ad would look like and the importance of selecting illustrations to project the right image. The second person jumped right into the numbers and wanted to know the details of rates and tracking systems."

"Both people bought ads, but it fascinated me that they arrived at their decisions in such different ways. Both cared about the appearance of their ads, but the first person cared more. Both people cared about numbers, but the second person cared more."

"That's when I realized that there is a lot of truth in the right brain-left brain concept I had heard so much about. The left side is the logical, mathematical side and the right side is the emotional, creative side. Of course, no one is 100 percent on either side, but most people have a natural tendency toward one side. Tendencies usually show up in childhood. Left brain children are better at math and right brain children are better at creative writing."

Diane explained that these traits are clearly evident in adults. "We've all been in conversations

where the other person seems to be on a completely different wavelength. That could be due to different thinking styles. One of the key principles of selling is to 'know your audience,' which goes beyond knowing their company history and marketing motives. We have to get in step with the other person's thinking style, too.

### 4 Tips for Selling to the Left-Brained Customer

1. **Use Comparisons** – Be able to make side-by-side comparisons between your products or services and those of your competitors.
2. **Use a mountain of evidence** – Give them a reason to believe you with supporting evidence that backs up your claims and promises.
3. **Don't duck a punch** – Left brainers can usually see through a smoke screen, so if you don't know an answer, say so.
4. **Be prepared and on time** – Think "old-school" sales. Dress appropriately, stay on topic, and be ready to answer tough questions.



### 4 Tips for Selling to the Right-Brained Customer



1. **Use 5 key emotional hot buttons:** Desire to look good; fear of loss; avoid hassle and worry; get comfort and pleasure; and desire to save.
2. **Build a relationship first.** Get to know your customers and let them get to know you. Be real.
3. **Be passionate, energetic, and enthusiastic.** Regardless of what you're selling, how you sell it is important. If you are animated and likable, you're on the right path to a sale. Tell engaging stories.
4. **Know their personal likes and dislikes.** Right-brainers like to share their thoughts and their stories. Pay attention, show interest, and continue the conversation.

"During a sales presentation, I try to adapt to the other person's style. When I'm talking to left brainers, I focus on facts and figures – and

I use testimonial examples with lots of statistical evidence. When I talk to right brainers, I concentrate on creative strategy, with similar testimonials. When I meet with two or more people, I make sure to include information for both types."

What about the ads themselves? "It's interesting to study ads that deliberately take thinking styles into consideration," Diane said. "Look through a technical publication and you'll see ads that are filled with product specs and statistics. The same advertisers would have to take a different approach in a publication which appeals primarily to right brain readers. But in a general interest setting – like a newspaper – it's smart to include ad elements that appeal to both types."

"All of this has convinced me that flexibility is one of the most important traits of an advertising professional," she explained. "Too many people in this business think they can make the same presentation to everybody. That just doesn't work. We have to make adjustments and do everything possible to connect. We shouldn't expect them to adapt to us. We have to adapt to them."

Diane makes a good point. It's not always about right and wrong. Sometimes it's a matter of right and left.

*John Foust conducts training programs for newspaper advertising professionals. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*

## Tiny ads can pack a powerful punch

Imagine you are desperate for steady work to get your spouse off your back about feeding your family. Your kids are under-fed and always hungry.

Then you see this tiny ad in the Help Wanted classifieds: "Men wanted for

hazardous journey, small wages, etc."

The effect is electric, writes ace advertising copy writer Denny Hatch.

This is an advertising masterpiece. It would be as effective in 2019 to out-of-work millennials living in their parents' basements as it was 116 years ago.

This ad is the stuff of legend – 30 short, dynamic words. It generated hundreds of responses. From it, Ernest Shackleton put together a crew of 27 adventurers for a celebrated expedition to the South Pole.

Are you looking for people who are willing to take a chance on you and your business? People who have the

guts and brains to help tackle your challenges?

We published a similar ad for sales help. It extolled, "Set your own hours. Be your own boss. Reap the rewards."

We didn't want order takers or people who just showed up for a paycheck. The ad appealed to the entrepreneurs we wanted.

*We share such ideas in "Maverick Entrepreneurs' Million Dollar Strategies." For a \$20 personally autographed copy, contact us at 803-359-7633. Copyright 2019, The Bellune Co., Inc.*



# Research in old community newspapers shows value of the printed page, granular local reporting



*Into the Issues*  
by Al Cross

When Jim Phillips of Lexington, Ky., started poring through microfilm copies of old newspapers to research his family history, he thought it would be “a legacy to be left for my family and others, documenting the world of my parents’ youth and their home, Pulaski County, Indiana,” as he wrote in a research paper for an independent-study course I supervised at the University of Kentucky.

But Phillips experienced something that may make printed newspapers last longer than many think: the serendipity that often manifests itself in scanning the pages of a newspaper, discovering and digesting information that you aren’t specifically seeking.

He also discovered a fundamental element of community newspapers that may also make them survive, in whatever form: the granular coverage of individual lives that weave together to form a community. That led him to expand his work to the independent-study course in journalism.

“When this project started, I was merely looking for items mentioning my family, but it soon expanded to other items that interested me,” Phillips wrote. “This occurred – as my journalism professor, Al Cross, aptly pointed out – because of the wide variety of information displayed on each newspaper page.”

Newspaper serendipity was well described in *The New York Times* by Bill McKeen, chairman of the Department of Journalism at Boston University, when he held the same job at the University of Florida (after teaching at my alma mater, Western Kentucky University). Bill required students to read the *Times* in print, not online, when you “find only what you’re looking for,” he wrote. He defined serendipity as “the ability to make fortunate discoveries accidentally” and called it “a historian’s best friend, and the biggest part of the rush that is the daily magic of discovery.”

As Phillips scanned the pages of the Pulaski County Democrat and the Winamac Republican, he found not

only things that he didn’t know about his family, but many other happenings -- some of which constituted narratives about individuals and families, and economic, technological and cultural trends from 1924-25 – the years his parents were born – to 1947, the year he was born. It’s all there: the Ku Klux Klan, Prohibition, the Great Depression, World War II and so on.

The project showed the value of newspaper archives in researching trends, some of which Phillips notes with striking examples, such as Chet Reynolds, who wrote a letter to Santa Claus in 1925, when he was 7, asking for “an electric moving

also announced, without concern for confidentiality and burglaries.”

This amounted to a lot of information. “The number of people mentioned in an issue was about 2,500,” Phillips estimated, including as one of his many illustrations a house ad that bragged about 2,630 names in one edition. “Although it included visitors from outside the county, that number is significant in a county with a population of about 11,000.”

Community correspondents are much less common today, but are still seen in some rural newspapers. I wish there were more of them. Times have changed, and most of the information



picture machine.” In October 1947, as manager of the Home Appliances and Radio Store, he ran an ad announcing that it had a “television,” and in May 1948 one of the papers pictured him installing the antenna for “the first home television set in Pulaski County.”

Phillips’ paper is online at <http://www.uky.edu/CommInfoStudies/IRJCI/JimPhillipsStalking.pdf>. He wrote in the first paragraph, “I came to know my hometown just before my birth, because the reporting of these weeklies was relentlessly local.”

And granular. He found no enterprise reporting, but plenty of personal reporting. “Births, marriages, deaths, and courthouse reports were front-page staples,” he writes. “In each issue, Sunday dinners, family visits, short trips and parties were routinely reported by correspondents for each of the county’s five to eight communities and their adjacent farms. Hospitalizations and long trips were

a weekly correspondent might report would already be known, but the best correspondents also include insightful personal observations and valuable background knowledge of their communities.

I like to say that every American has the First Amendment right to commit journalism. Note that verb; it connotes responsibility for your actions. At a time when every American has the ability to publish, without understanding the responsibilities of journalism, it would serve us well to have a cadre of correspondents in every county, citizen journalists, serving as connectors to the local newspaper and helping their neighbors identify with it.

*Al Cross is a journalism professor at the University of Kentucky and director of its Institute for Rural Journalism and Community Issues, which publishes The Rural Blog at <http://irjci.blogspot.com>.*

## 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 journalism 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

### Managing Editor - Shelby County, AL

Shelby County Newspapers, Inc., a media company specializing in newspapers, magazines and digital storytelling in Shelby County, AL, is seeking a newsroom leader with a strong passion for news and storytelling.

The managing editor will oversee editorial content for our newspapers and websites. Responsibilities include managing a staff of writers and freelancers, editing and proofreading material written by other staff members, as well as general assignment reporting, feature writing and some photography. This person must have at least two years' experience in a newsroom and must be comfortable juggling many projects and deadlines.

This full-time opportunity offers a competitive salary and benefits. Compensation plan includes base weekly salary, health/dental insurance, 401(k), paid life and disability insurance, retirement plan, paid holidays and paid sick leave. Opportunity for advancement—with our company and others in our parent company—is nearly limitless.

Our publications include:

- The Shelby County Reporter, a weekly newspaper with a daily online focus. The Reporter has earned the state press association's General Excellence award each of the last 13 years.
- The Alabaster Reporter, Pelham Reporter,

Helena Reporter and 280 Reporter, weekly newspapers with a daily online focus.

- Shelby Living, Hoover's Magazine, Homewood Life, Mountain Brook Magazine and Vestavia Hills Magazine.

Qualifications:

- Ability to lead, motivate and mentor a newsroom
- Excellent community news judgment
- Solid writing, researching and interviewing skills
- Fluency in AP style and strict adherence to grammar rules
- Valid driver's license, car insurance and a vehicle
- Impeccable time management and organization skills
- Bachelor's degree in journalism or related field preferred
- Strength in social media audience development is a must as is strength in all forms of digital storytelling.

To apply email your cover letter, résumé, earnings expectations and writing samples to Daniel Holmes at daniel.holmes@shelbycountyreporter.com.

### Marketing Director - Gadsden, AL

The Messenger newspaper in Gadsden, AL is looking for a marketing director. Must have sales experience, preferably in print media. Full time or part time position, depending on the candidate. Base salary with commission. Please e-mail resume and three letters of reference to cmccarthy@gadsdenmessenger.com.

# \$\$\$

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Alabama Press Association  
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(334) 208-3100

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.





## 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.