



Merry Christmas & Happy Holidays

*from your friends at the
Alabama Press Association!*

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THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

DECEMBER 2019

Important Dates

AMA Editorial Contest Open
Friday, December 20

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Birmingham Marriott
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FREE 'America's
Newspapers' Webinar
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Tuesday, January 16
1 p.m. CST

Longtime Journal Record editor announces retirement

Lamar named new general manager of the Journal Record

2020 Press Cards Available

Freelancer and Grant Databases Coming to APA website in 2020

APA President Horace Moore appointed as Winston County Sheriff

RSJ Flexible Fellowship Program seeking innovative journalism projects

Federal government increases overtime salary threshold

Publishers evaluate payroll with FLSA salary threshold increase on the horizon



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Longtime Journal Record editor announces retirement

Les Walters, a fixture at the Journal Record in Hamilton, left his fulltime post as editor of the newspaper on Nov. 1. He joined the paper in 1978.

Walters will continue in a part time role of associate publisher, where he will be temporarily training new leadership and editing content.

"It has been my deepest pleasure to have served this county in this capacity for so many years," Walters said. "Telling Marion County's story week to week has been the journey of a lifetime—the friends, brothers and sisters I've found along the way have been even better. Together, we've lived, we've laughed, we've mourned, we've fought, we've seen the good and the ugly—and I'm so glad that I have had the privilege of having a front-row seat to it all."

Walters is a 1978 graduate of Troy State University with a journalism degree, and was named the Hall School of Journalism Outstanding Graduate of the Year.

Walters married his wife of 39 years, Sheri Gilliland, on July 19, 1980. They have two sons.

He first came to Marion County with the Hamilton Progress, and was later hired by the Journal Record. He is the longest serving manager of the Journal Record, recording a 32-year tenure with the company, and 41 years in journalism.

Walters was the 1993 recipient of Troy State University's Hall School of Journalism Outstanding Print Alumnus. He has received numerous



Top Left, Les Walters, Top Right, ALFA's Jeff Helms presenting Walters with Communications Award for Print Journalism on Dec. 9, Bottom Left, Walters accepting the "Key to Marion County" from a Marion County Commission representative, Bottom Right, Walters accepting a U.S. Senate resolution from Senator Aderholt's office.

media awards from the Alabama Press Association, including his most-prized award, the APA Feature Story of the Year, which he was honored with for his article "Dr. Charlie Pyle's Hamilton Hillbillies Semi-Pro Baseball Team."

Walters also was honored with the Alabama Farmers Federation's Communications Award for Print Journalism on Dec. 9 during the group's annual meeting in Montgomery. Marion County Farmers Federation Reporter Les Enlow nominated Walters for the award, which is presented annually to a journalist or news outlet that excels in sharing the story of agriculture with their audience.

Lamar named new general manager of the Journal Record

Publisher Horace Moore has named Jesse Lamar to replace Les Walters as general manager at the Journal Record in Hamilton.

Lamar is a native of Hamilton, and worked four years as sports editor for sister-paper, the Northwest



Jesse Lamar

Alabamian in Haleyville. He spent the last year as a design engineer at Kith Kitchens in Haleyville.

Lamar is a former member of the Haleyville Lions Club and served two terms as president. He currently is volunteering as a youth football coach for the Haleyville Youth Football League.

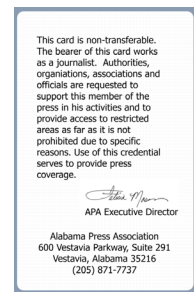
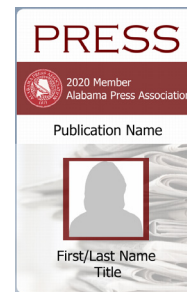
2020 Press Cards Available

APA is pleased to offer full color Press ID Cards for members again in 2020. The customized ID cards feature the card holder's photo, name and title as well as the newspaper's name.

The press card is driver's license-sized and printed in full color on durable plastic so it will last all year without

tearing or bending. Each member gets one card at no charge, and additional press cards can be ordered for only \$10 each. Cards can be ordered and paid for online via a secure server.

To learn more and order, visit: <https://www.alabamapress.org/press-cards/>



Freelancer and Grant Database Coming in January 2020

APA is excited to be implementing a freelancer database as a resource for our membership looking for temporary or freelance photographers, reporters and other general office assistance.

This database will be in a table format on the APA website and will list contact information, references and links to current work.

In the future it may be possible to have a companion page for our membership to list their freelancer needs as a help wanted classified of sorts.

APA is also working to compile a list of annual journalism and media grants to be housed on the website. Grant seekers will find links, deadline information and criteria in one place, giving APA

membership a better opportunity to secure grant funds. As new or one-time grant opportunities become available, they will also be posted.

If your publication works with freelancers, please ask them to email jaclyn@alabamapress.org with their information. Stay tuned for these exciting additions to our membership benefits.

Are you ready to win?

The 2020 AMA contest will open (editorial division) December 20, 2019. Look for the editorial rules and contest portal link to be emailed Friday morning to APA members.

APA
Media
AWARDS
Print | Digital | Magazine

APA President Horace Moore appointed as Winston County Sheriff

Gov. Kay Ivey has appointed Winston County Sheriff's Office Public Relations and Reserve Sergeant Horace Moore as the new sheriff of Winston County. His term is set to expire in 2022. Moore will replace Sheriff Tommy Moore, who is resigning due to health issues.

H. Moore is the owner of Mid-South Newspapers, publishing the Northwest Alabamian in Haleyville, the Journal Record in Hamilton, the Times-Record in

Fayette and the Pickens County Herald in Carrollton.

Moore has worked as a volunteer law enforcement officer since 1974. Since 2012, he has served as a patrol officer, reserve sergeant and public information officer for the Winston County Sheriff's Office.

Moore is a native of Winston County and served in the U.S. Army/Alabama National Guard from 1969 to 1974.



Sheriff Horace Moore

Innovative journalism projects sought for RJI's flexible fellowship program

Is there a journalism challenge you or your newsroom has wanted to tackle, but haven't had the time or resources to focus on the idea?

Could the project benefit the industry as a whole in some way and strengthen democracy through better journalism?

If you answered 'yes' to both of those questions, then consider applying for a 2020–21 fellowship at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism. Apply between Dec. 16, 2019 and Jan. 17, 2020.

RJI Fellowship projects typically devise new strategies or models for solving a problem, build new tools, or create a prototype or advance a prototype so it is ready for investment or launch during an eight-month fellowship. This year's fellows are working on a variety of projects, which include, developing a best practices guide for better gun violence reporting, helping news outlets take advantage of push notifications and developing a platform to produce

audio stories on smart speakers that can contrast or expand based on the reader's interest level in a topic.

in, but that can help the industry too."

Fellows can either work on projects themselves through a residential or nonresidential fellowship or work directly with an organization on a project with an institutional fellowship through RJI's flexible fellowship options. Residential fellows are required to move to Columbia, Missouri. Fellowships are open to those in the U.S., as well as international journalists. Among the various resources available to fellows includes access to a communications team that can help promote the project, as well as assistance from programmers and students who can produce marketing plans. There is also support for those wanting to conduct market research or test an idea at one of the Journalism School's newsrooms.

Learn more about RJI Fellowships and apply at RJOnline.org/fellowships.

If you have questions, contact Kat Duncan, interim director of innovation at RJI by emailing her at duncank@rjionline.org.

We choose *projects* **CHALLENGE** or *problem* that will benefit the future of journalism

Application deadline Jan. 17, 2020

Reynolds Journalism Institute
Missouri School of Journalism
University of Missouri

"We are looking for projects that are innovative, practical and useful to journalists and newsrooms worldwide," says Kat Duncan, RJI's interim director of innovation. "We want to fund ideas that will not only accomplish something that the individual or organization believes

TN TownNews.com

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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.

Obituaries

Kenneth Farr Bonner

Kenneth Farr Bonner, longtime employee of the Jackson County Sentinel, passed away Nov. 24, 2019, after a yearlong battle with cancer. He was 64.

Bonner graduated from Scottsboro High School in 1973 and later graduated with his degree

in mass communications from the University of North Alabama. He began in the insurance business before moving to journalism, where he ran his own weekly newspaper in 1994. He later worked at the Times-Free Press in Chattanooga before joining the Sentinel in February 2004.

Bonner joined the Sentinel as a staff writer and later served as managing editor before moving to advertising director. He retired in December 2018.

He taught Sunday school and served as a deacon at First Baptist Church in Scottsboro for many years.

Katherine (Kathy) Woodruff Slaton

Katherine (Kathy) Woodruff Slaton died Dec. 12, 2019 at her home in Decatur, Alabama after an extended illness.

A memorial service will be held Saturday, Dec. 21 at 10 a.m. at St. John's Episcopal Church in Decatur. The family will receive friends in the Parish Hall immediately after the service. Kathy was born in Memphis, Tennessee on Oct. 11, 1948 to Dr. Robert Thomason Woodruff and Marjorie Doyle Woodruff. She grew up in Rome, Ga., where she attended St. Mary's School and graduated from Thornwood School. She earned a B.S. degree at the University of Georgia, where she was a member of Kappa Delta and Angel Flight.

After undergraduate school, she moved to Boston for several years, where she worked for

New England Telephone. Moving back south, she worked in management for Southern Bell in Atlanta. She met her husband-to-be, Luther Glaze Slaton, in March, 1974 when he sat down next to her on a charter flight headed for a Colorado ski vacation. They were married on Jan. 11, 1975 in St. Mary's Church, Rome.

She began a career in education when she moved to Alabama and she taught elementary school in Lawrence County public schools for 23 years. During that time, she earned a master's degree in Early Childhood Education at UAB.

She was an active member of St. John's Episcopal Church, where she had been a member of Vestry and was active in the Altar Guild, the Cursillo Community, various food ministries, and as a Homework Helper tutor at

Banks-Caddell Elementary School. She was preceded in death by her parents and an infant daughter, Katherine Glaze Slaton.

She is survived by her husband of almost 45 years, Luther Glaze Slaton, and two sons, Caleb Tutwiler Slaton and his wife Alexandra of Berwyn, Pa. and Franklin Arthur Slaton of Frederick, Md. and his friend Leslie Pierce of Manhiem, Pa.; two grandchildren, Beatrice Ardell Flannery Slaton and Robert Doyle Tutwiler Slaton, both of Berwyn; brothers Robert Franklin Woodruff and wife Margo of Savannah, Ga. and Dr. Frederic Doyle Woodruff of Rome, Ga.; sisters Margaret Thomason Woodruff and Nelle Thomason Woodruff, both of Charleston, S.C. and Elizabeth Woodruff McQuagge and husband Joel of Gainesville, Fla.

The value of simplicity



*Ad-libs
by John Foust*

Statisticians disagree on the number of commercial messages we are exposed to each day. Some say 1,000. Some say as many as 3,000. And others claim the number is closer to 20,000.

With estimates all over the map, all I can say for sure is that we live in an over-communicated world which has a short attention span. There is no way that anyone can notice and digest every single message.

This presents a challenge. How can we break through the clutter when we're creating ads? How can we gain – and hold – favorable attention?

1. The first step is to simplify the essential message. Henry Wadsworth Longfellow wrote, "In all things, the supreme excellence is simplicity." Apple's first marketing brochure in 1977 quoted Leonardo da Vinci: "Simplicity is the ultimate sophistication." Simplicity was more than a slogan to Apple's Steve Jobs. It was a requirement. Years later, when he was overseeing the

design of the iPod, Jobs insisted that each prototype pass a strict test. If he wanted to access a song or a function, he wanted to get there in no more than three clicks.

Smart salespeople know that it is better to communicate a simple concept than a complicated one. And successful advertisers know that simply stated points have more consumer appeal than long explanations.

I remember a radio spot which featured the sound of a car with a dead battery. For 25 seconds, listeners heard the groaning "err errr errrr" of a battery which was fading. The only words were in the voiceover at the end: "This wouldn't have happened with a DieHard battery." Additional words would have killed the drama. The message was simple and clear.

2. Next, use your audience's language. I remember visiting someone in the hospital and hearing a conversation between two doctors on the elevator. Although I wasn't trying to eavesdrop, I couldn't help but hear what they were saying. It wouldn't have mattered if it had been confidential, because I didn't understand a single word of their technical discussion.

When the elevator stopped at their floor, I remember saying to myself that they would have to speak in plain language when they met with their patients.

It's the same in marketing. We must speak in terms that our target audiences can easily understand.

3. Then eliminate unnecessary words. Thomas Jefferson once wrote, "The most valuable of all talents is that of never using two words when one will do." In other words: edit, edit, edit.

The most effective advertising slogans capture the essence of their products in only a few words. "Snap, Crackle, Pop" works better for Rice Krispies than "Our cereal is well known for its distinctive sound." "Nothing runs like a Deere" is more memorable than "John Deere equipment operates more efficiently than the others." And Nike's famous "Just do it" slogan has more impact than "Get into action instead of just thinking about participating in sports."

Simple messaging should not be limited to national advertisers. Local businesses need it, too.

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

People

Amy Henderson has been named editor of The Cullman Times. She received a journalism degree from Troy University and a Masters in Journalism and Mass Communication from Kent State University. She began her career as a community journalist at a Georgia newspaper. She also spent several years as director of communications for the Georgia Municipal Association.

Daniel Holmes has been named general manager of Shelby County Newspapers, Inc. The group includes Shelby County Reporter, along with five weekly newspapers, five lifestyle magazines, six websites and numerous special sections.

Holmes has been with the company for 13 years, serving most recently as classified manager. He replaces Katie McDowell who is now the communications director for the University of Alabama at Birmingham's Office of Advancement.

Levi Logan is the new sports writer for the Journal Record in Hamilton. A native of Salem, Va., Logan grew up and studied in the D.C. area. He also studied music in Freiburg, Germany and Ticino, Switzerland. Eventually he was drawn home and to the Ramp School of Ministry in Hamilton. He graduated in 2017 and started to work at the paper. His interest in sports comes from his father who taught baseball, basketball and football when he was growing up.

Glendon Poe has been named sports editor for The Fort Payne Times-Journal. He is a native of Pisgah and graduated from the University of Alabama with a degree in journalism. While in school, he covered high school sports and some Crimson Tide sporting events for The Tuscaloosa News.

He began his career with the Valdosta (Ga.) Daily Times and also worked at the Clayton Tribune in Georgia before going to Fort Payne.

Adam Powell is the new managing editor of The Selma Times Journal. He has worked at the paper since last November focusing on city government. He studied print journalism and creative writing at Troy University. He has previously worked for The Millbrook Independent and Tallapoosa Publishers, Inc. He also covered state government for the online news outlet Alabama Today, and wrote a weekly column for The Lagniappe in Mobile.

Steven Stiefel has returned to The Fort Payne Times-Journal as a staff writer. He worked previously at the paper as his first job after graduating from Auburn University. He has also worked at the Sand Mountain Reporter, MavTV and had his own portrait studio. He earned a degree in strategic communications from Troy University and worked as an adjunct professor before returning to Fort Payne.

Briefs

The Messenger in Gadsden was recently recognized by The Chamber of Gadsden and Etowah County. The newspaper was recognized during the Etowah Small Business of the Year awards as serving the community for more than 25 years.

The Opelika Observer was recognized recently by the East Alabama Area Chamber of Employment and People with Disabilities as the Media of the Year

for their coverage of the development at Easter Seals.

Speakin' Out News in Huntsville recently turned 40. The newspaper is the longest running African-American newspaper covering Huntsville and North Alabama.

A fire at the **Montgomery Independent** office recently was caused by an exhaust fan in the restroom. The damage was

contained to one restroom and part of the attic.

Don and Nikki Eddins as have bought out the shares of **The Auburn Villager** previously owned by Charles and Ernest Whatley, making them sole owners of the newspapers.

The Eddins and Whatleys started the newspaper in 2006.

Industry

Federal government increases overtime salary threshold

The annual salary threshold for exempt employees under the Fair Labor Standards Act will increase on Jan. 1 to \$35,568 from \$23,660, the United States Department of Labor announced today. 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 President Andrew Johnson, publisher of the Dodge County Pionier (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,

FLSA continued on page 7

FLSA

continued from page 6

which really would have been a job killer, is now officially dead,” Johnson said.

Johnson said NNA would provide more

guidance to employers in Publishers’ Auxiliary.

“In light of the effect of this decision upon some of our smaller newspapers,” he said, “we expect more salaried part-time jobs to be created in the industry. 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.”

See related article below.

Publishers evaluate payroll with FLSA salary threshold increase on the horizon

By Tonda Rush, NNA

Q: Please explain again how a nonexempt journalist can be paid a salary.

A: Now that the new Fair Labor Standards Act salary threshold is set to go into effect next year, a lot of companies are re-evaluating their payroll.

It is an enduring irritant to both the newspaper industry and serious journalists that the Labor Department devalues many community newspaper journalists and will not classify them as professionals who can be paid on salary without limitation.

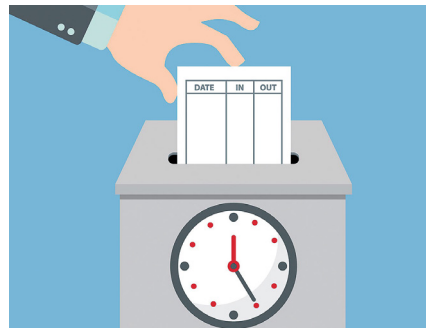
Rather, we have an environment now where bosses have to pull journalists off stories when their hearts and souls are intent upon covering the news, just so the budget isn’t busted. NNA hopes the day will come when the Labor Department gives journalists their due so they can be considered exempt across the board.

However, for now, most reporters and many editors are considered non-exempt under FLSA. So, the question of how to predict compensation in a budget and still let the newsroom cover the news is vexing.

There are several possible approaches: One is simply to pay time and a half for all hours over 40. But few newsroom budgets have that wiggle room these days.

Another is to specify a flat number of hours and pay a flat salary. The employee is not permitted to go over the agreed number of hours. That is legal so long as the hours over 40 are compensated at time-and-a-half and the quotient of flat salary divided by hours does not yield an hourly rate below the minimum wage (remembering that some states have minimum wage rates above the \$7.25 per hour set at the federal level).

A third is complex, but works well for many newspapers. It is called the fluctuating salary basis. It allows for overtime hours to be paid at 50% of the regular rate, but it does not work in every circumstance. This approach is available if the following conditions are met:



1. It is allowed under your state law. In Alaska, California, Pennsylvania and New Mexico, it is prohibited.
2. The employer can show that a specific employee’s workweek varies considerably from week to week.
3. It is consistently used with the designated employee, both when work weeks fall under 40 hours and when they fall over 40 hours.
4. It is available only for full-time employees.
5. The employer also must have a clear understanding with the employee that a flat salary will be paid regardless of hours worked, and that hours over 40 will be compensated at an additional rate of 50% of the base. This system requires a recalculation with every pay period.
6. The employer may limit how many hours could be worked under this system, but in this case, as well as with the regular FLSA overtime rule, employees may not “volunteer” additional time. Hours worked have to be hours paid.

Here are some examples to make this process clearer. (Remember that employees must have a “clear understanding,” so this process should be written down, reviewed with the employee, initialed and put into the personnel file.)

Let’s say the employee earns \$600 flat salary a week. For a 40-hour week, that is a regular rate of \$15.

- In week one, the employee works 40 hours and earns \$600.
- In week two, the employee works 35

hours and earns \$600.

- In week three, the employee works 44 hours. The regular rate is \$600/44 or \$13.63. The employer owes for four hours of overtime. But instead of time and a half, the employee has received flat time for the entire 44 hours. The overtime premium owed is 50% of \$13.63 or \$6.81. So the pay is \$600 plus four hours at \$6.81 or \$27.23. The employee’s pay for that week, then, is \$627.23.

- In week four, the employee works 50 hours. His regular rate is now \$12. His or her pay is \$600 plus 10 hours at half of \$12 regular rate or \$60. Final gross pay: \$660.

The system works well for newsroom employees who have great peaks and valleys in the work week, such as sports people who might have little to do one week and a lot on another, or for government beat reporters who might cover short meetings one month and long budget sessions that stretch into the night another month.

The real challenge falls upon the bookkeeper who has to recalculate regular rates for each work week. Of course, the journalists have to cooperate as well because they have to turn in their hours—a process that is anathema to many in the field. But, until the U.S. Labor Department comes up with a better approach, that is the law.

Now the Labor Department is contemplating allowing bonuses and pay premiums to be factored into the base rate, at the employer’s option, without losing eligibility for the fluctuating salary process. This change in the law has NNA’s support as it will increase the tools available to employers to ensure stability in covering the news without breaking the bank.

Tonda Rush is the director of public policy and serves as general counsel to the National Newspaper Association. Email her at tonda@nna.org.

National Newspaper Association applauds postal bill

National Newspaper Association President Matt Adelman, publisher of the Douglas (Wyo.) Budget, announced that a postal reform bill supported by NNA has achieved a sufficient number of both Democrats and Republicans as sponsors and action has been recommended to Speaker Nancy Pelosi. Adelman thanked Rep. Peter DeFazio, D-Ore., for his leadership in moving HR 2382 to possible action on the House consensus calendar, which is a streamlined process for quick passage of legislation.

"We have worked for more than a decade to lift the burden of prefunding retiree health benefits from the U.S. Postal Service. This one requirement, unique among federal government agencies, has led to the most staggering debt by USPS of any measure we have seen in the more than 100 years that NNA has worked on postal policy. Congress took a big risk in 2006 when it decided to impose this burden. USPS

has been unable to pay the obligation, so the debt just keeps mounting.

"Now a wide majority of House members recognize that it is time to rethink the requirement," Adelman said. "NNA appreciates their attention to the plight of our nation's universal service network. Community newspapers need for USPS to be stable and effective."

The obligation imposed in 2006 was for prefunding about \$72 billion in anticipated retiree health benefits covering a 75-year time span into the future. The fund has nearly \$40 billion in it now, which achieves a higher level of prefunding than the rest of the federal government and more than most private sector businesses with health fund obligations. But USPS announced a decade ago that it could not continue adding to the fund as required if it was to continue delivering the mail.

Adelman noted that some members of Congress have been concerned about the perception that HR 2382 is a bailout

of the retiree fund. He said that, on the contrary, the reverse is true.

"I know many in Congress are rightfully concerned about fiscal accountability and about the wide gaps in private sector retirement funding coverage. Some have told our members that they worry the government is going to have to pick up the tab. But this bill won't create that problem. Rather, it will help to avoid it by helping USPS to keep rates stable and protecting the mail business that it presently has. If we let this problem drift on, it will lead to much higher rates, drive away more mail and put the USPS into an even deeper hole."

With the assistance of NNA's Congressional Action Team, HR 2382 now has 292 co-sponsors, from both sides of the aisle.

A companion Senate bill by Sens. Steve Daines (R-Mont.) and Brian Schatz (D-Hawaii) has been introduced this week. The bill is identical to the House bill and is numbered S 2965.

Help Wanted

Journalist - Alexander City, AL

The Alexander City (AL) Outlook is a five-day a week daily located at Lake Martin, one of the biggest recreational lakes in the South. We're looking for a creative, passionate and dynamic journalist to join our award-winning team. We need an experienced, versatile general assignment reporter to continue our impressive growth and statewide recognition as one of the best newspapers in Alabama.

We recently won 30 editorial awards at the Alabama Press Association annual meeting, including first place for both General Excellence and In-Depth Reporting. Our tradition of editorial excellence is very important to us, so we need a reporter with a diverse background. We're talking investigative journalism, explanatory pieces and compelling features along with an understanding of local government and the ability to cover high school sports when necessary.

This is an outstanding opportunity for someone who wants to work in a traditional community newsroom driven by the desire to go beyond just the meetings to help our readers understand what is occurring and why. We want features that tell the extraordinary struggles of ordinary people and can help us show what life is like in this growing region.

This job requires strong interviewing skills, attention to detail, critical thinking skills, a level of independence with a team-oriented mind and the ability to juggle numerous assignments, meet daily

deadlines, cultivate sources and generate daily story ideas. The ideal candidate will have a proven record of quality reporting and unique writing skills, knowledge of AP style, social media, photography and video skills. Pagination skills are not required but are a plus.

We want a hardworking, dedicated individual who wants to be an integral part of our community and paper. If you're passionate about storytelling and have a desire to come up with new and innovative ways of telling those stories using a vast array of different skills, tools and platforms, we want to talk to you.

We offer our employees a team atmosphere that is dedicated to excellence and constant growth. We offer competitive pay and great benefits.

Interested candidates should send a resume, writing samples and a brief cover letter to Managing Editor santana.wood@alexcityoutlook.com.

Content Editor - Pell City, AL

CNHI is seeking a Content Editor to assist in the oversight of the print and online products of the weekly St. Clair Times Aegis. This position requires the highest level of professionalism in appearance, tone and service.

Job Duties & Responsibilities: -Adhere to journalistic ethics as established by CNHI, and assure reporting is done with balance and objectivity. -Oversee the overall design of the

newspaper. In this role, this individual must also possess and use strong editing skills to ensure the newspaper, niche publications and digital postings are at a high level. -Assist the newspaper in meeting its responsibility as a public watchdog. -Act quickly in times of breaking news and ongoing coverage of such events. -Communicate with audience members, answer questions and provide information. -Assist in the development of website and e-delivery systems. -Understand and contribute to The St Clair News social media sites and website, per the newspaper and CNHI guidelines. -Work with editors and staff to coordinate and assure full coverage of news, human interest and sports in the market, including special sections, community magazines and niche publications. -Oversee content flow, and deadlines. -Be able to perform any task within the Editorial department, including, but not limited to, reporting, photography, editing, and digital posting. -Work closely with upper management team, including directors of advertising, circulation, production and the business office. -Work in an efficient and productive manner with other management team members.

Required Qualifications: -College degree preferred; experience or training in journalism or related fields required. -Experience in overseeing a newsroom or as a section editor of a newspaper. -Please send resume and cover letter to Amy Henderson, Editor, Cullman Times at ahenderson@cullmantimes.com.