

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MAY 2020

Important Dates

*America's Newspapers
Webinars*

[Self-Care for Journalists](#)

June 11, 1-2 p.m.

Presenter: Tim Schmitt

[Let's Talk Recruitment](#)

[Marketing](#)

June 18, 1-2 p.m.

*Presenter: Laurie Kahn of
Media Staffing Network*

**2020 Summer Conference
Perdido Beach Resort
CANCELLED**

APA announces plan for the contest
awards presentation

Alabama newspapers make changes
to deal with pandemic fall out

Alabama native launches new mental
health coalition

House leaders introduce appropriation
to help U.S. Postal Service

“Prepare a go-bag for presentations”

“Are you reading your own websites”

Media Whitewater Rafting Event
Invitation



Alabama Press Association
 Alabama Newspaper Advertising Service Inc.
 600 Vestavia Parkway, Suite 291
 Vestavia, AL 35216
 (205) 871-7737
 (205) 871-7740 (fax)
 www.alabamapress.org

Board of Directors

- Horace Moore**, Chairman of the Board
Mid-South Newspapers
- Terry Connor**, President
The Dothan Eagle
- K.A. Turner**, 1st Vice President
Alabama Media Group
- Dee Ann Campbell**, 2nd Vice President
The Choctaw Sun-Advocate
- Denise DuBois**, The Citizen of East Alabama
- Tricia Clinton-Dunne**
The Fort Payne Times-Journal
- James Phillips**, Daily Mountain Eagle
- Parks Rogers**, Gulf Coast Newspapers
- Teresa Woodruff**, The Moulton Advertiser
- Robert Jackson**, Consolidated Publishing
- Michael James**, The Tuscaloosa News
- Glenda Curl**, The Wilcox Progressive Era
- Dan Starnes**, Starnes Publishing
- Caroline Quattlebaum**, The Southeast Sun
- Johnny Adams**, Union Springs Herald
- Steve Baker**, The Outlook/Alexander City
- Robert Bozeman**, The Evergreen Courant

APA Staff

- Felicia Mason**, Executive Director
- Brad English**, Marketing/Governmental Affairs Director
- Leigh Leigh Tortorici**, Senior Marketing Representative
- Jaclyn Langan**, Membership Coordinator
- Meegan Maxwell**, Network Coordinator
- Shaina Ehmke**, Tearsheet Clerk
- Dennis R. Bailey**, General Counsel
- Scott Goldsmith**, APA Accountant

With no summer convention, APA announces plans for the contest awards presentation

The AMA Contest Committee has announced plans to recognize the winners of the 2020 AMA Editorial, Advertising and Magazine Contests in light of the cancellation of the APA Summer Convention.

There will be a video presentation for each contest available on June 26, 2020. Our emcee, Chris Roberts, will call out all first-place winners in most categories. The traditional press release will be available at that time.

General Excellence, Advertising Sweepstakes, Magazine of the Year, Story of the Year, Ad of the Year and Photo of the Year will not be announced with the other awards. Those newspapers will receive a surprise visit from the AMA

Chairwoman Dee Ann Campbell and an APA staff member with their plaques and a surprise congratulations for the staff.

After the release of the video presentation, APA will highlight winners by category each day on our Facebook page. Newspapers can share to their own Facebook pages for more exposure. Throughout the summer, the APA staff will deliver the plaques across the state with a surprise inside to help with staff celebrations.

In addition to the above plan, ALL winners will be available on a "Winners" website where entire articles, etc. will be accessible, and as usual, we will produce the winners tab.



Alabama newspaper makes changes to deal with pandemic fall out

Several Alabama newspapers have adjusted their publication days as a result of the pandemic. Some changes are permanent and some are listed as temporary.*

The papers temporarily changing to Wed/Sat print publications are still producing an e-edition on their usual publication days.

Others that have not changed include Alexander City Outlook, Cullman Tribune, Birmingham News, Decatur Daily, Dothan Eagle, Enterprise Ledger, Florence Times/

Daily, Gadsden Times, Huntsville Times, Mobile Press-Register, Montgomery Advertiser, Opelika/Auburn News, and The Tuscaloosa News.

The North Jefferson News merged with The Cullman Times, and Gardendale subscribers will get The Times on Saturdays.

The Cherokee Post, a free circulation newspaper in Cherokee County, has merged with the Cherokee County Herald. Both newspapers are part of the same company.

*Publicaton	From	To
<i>Those making permanent changes:</i>		
Athens News Courier	Tues-Sat	Tues-Thurs/Sat
Cullman Times	Tues-Sat	Tues-Thurs/Sat
Daily Mountain Eagle	Sun, Tues-Sat	Tues-Sat
Jackson County Sentinel	Tues/Thurs/Sat	Weds/Sat
<i>Those making temporary changes:</i>		
Andalusia Star-News	Tues-Sat	Weds/Sat
Clanton Advertiser	Sun, Tues-Fri	Weds/Sat
Fort Payne Times-Journal	Tues/Thurs/Sat	Weds/Sat
Valley Times-News	Tues-Sat	Weds/Sat
Selma Times-Journal	Tues-Sat	Weds/Sat
Troy Messenger	Tues-Sat	Wed/Sat

Alabama native launches new mental health coalition

Eufaula native Bill Smith has founded a mental health care initiative based on the premise that mental health and physical health are inseparable, and that each are worthy of an improved health care policy that recognizes their importance to the overall health of our communities.

Smith, whose family owned and operated The Eufaula Tribune for 48 years, worked with the Alabama Press Association while he was a student at Birmingham-Southern College and consulted on many projects after leaving Birmingham.

Smith is the founder of Inseparable, and a founding partner of Civitas Public Affairs Group, a values-based firm based in D.C. working on some of the most pressing societal challenges of our day. He has built his career advancing significant public policy initiatives and

winning elections.

He has over two decades of experience in campaign management, messaging research and communications, and movement building.



Prior to founding Civitas, Bill was the national political director at Gill Action where his guidance and advice helped win nearly 200 successful state elections across the country. He led the development of innovative strategies to pass, block, and protect key policy outcomes, while advising a network of donors that strategically invested into targeted campaigns to win the freedom

to marry and advance LGBTQ+ equality.

Smith has worked extensively as a general consultant, and has built winning campaigns for elected officials, political groups, and non-profit organizations across the country. He began his career working as a political operative for Karl Rove + Company and Wilson Grand Communications.

In his Facebook post announcing this new initiative, Smith said, “Our minds and bodies are inseparable, and we need mental health policies that take care of ALL of us. We’re launching Inseparable today to demand our leaders recognize, with tangible policy and programs, that mental health care is health care, period. Now, more than ever, it’s time to change the system so we can take better care of ourselves and our communities.”

[Visit Inseparable HERE \(www.inseparable.us\)](http://www.inseparable.us)

House leaders introduce appropriation to help US Postal Service

The leaders of two Congressional oversight bodies today dropped in a \$25 billion appropriation bill to help the U.S. Postal Service stave off financial disaster. Reps Carolyn Maloney, D-New York, chair of the Oversight and Government Reform Committee; and Gerald Connolly, D-Virginia, chair of the Government Operations Subcommittee, said they believed the coronavirus is “wreaking havoc on the U.S. Postal Service.”

USPS this week reported that its mail volumes were off 27% during April, the first full month when government-imposed shutdowns were felt in postal operations. Although its package delivery business saw a 35% increase, the net impact for USPS is still negative because packages are significantly more costly to deliver. Also, USPS has had to hire extra workers to fill in at postal hotspots where workers have come into contact with the COVID-19 infection.

The bill, HR 7015, is styled the Postal Preservation Act. It designates the additional funds to make up for lost revenue and adds \$15 million for the Office of the Inspector General to oversee the expenditures. USPS is ordered to make protective gear, sanitizers and cleaning supplies available to help the workforce avoid the virus.

Maloney and Connolly expressed

alarm at USPS’s condition, which had been precarious even before the pandemic struck.

“Can you imagine our nation actually allowing the Postal Service to shut its doors?” the representatives said in their introductory statement. “We can’t let that happen. This is a national emergency that we must address.”



Funding for USPS was included in the House’s HEROES stimulus bill, which passed before Memorial Day recess. But that bill has not yet been taken up by the Senate and prospects for its passage are dim. Although many Republicans have expressed concern about the fate of USPS, the GOP leadership has been reluctant to support appropriations for USPS after President Trump labeled the Service “a joke.” Sen. Ron Johnson, R-Wisconsin, head of the Senate’s Homeland Security and Governmental

Affairs Committee, reported recently that his staff is keeping continuous tabs on USPS finances to see whether financial support is needed.

NNA President Matt Adelman, publisher of the Douglas (Wyoming) Budget, said NNA has long supported additional federal revenues for USPS because universal service is too important to small towns and rural areas to allow interrupted service.

“We understand that great pressure is being applied to the federal treasury right now and we appreciate our leaders’ attention to the need for wise spending. But USPS was in trouble before the coronavirus disaster and is in worse shape now. Our concern that is if Congress waits until the last dollar is in the postal coffers, a rescue will come too late. Particularly right now as the nation struggles to get back to its feet, reliable and affordable mail delivery is the backbone of commerce in towns served by our newspapers. We applaud Chairwoman Maloney and Chairman Connolly for aggressively moving toward action.”

NNA represents approximately 1,800 community newspapers, primarily locally-owned publications in small towns across America. It has members in all 50 states.

Obituaries

H. Brandt "Brandy" Ayers



H. Brandt "Brandy" Ayers, former publisher of The Anniston Star, died May 2, 2020 at his home in Anniston. He was 85.

He attended Woodstock Elementary

School, a Connecticut boarding school, the University of Alabama and later served as a Naval officer.

He worked briefly at The Star before taking a job as a capitol reporter for the

Raleigh (N.C.) Times. From there, he went to Washington to work for the Bascomb Timmons Bureau, a wire service that covered newspapers across the Southeast.

Ayers returned to Alabama in the mid 1960s and took over the family-owned newspaper from his father, Harry Mell Ayers.

Under his leadership, The Anniston Star advocated for racial justice and civil rights.

Ayers and other members of the family vested their ownership in The Star and its sister papers, The Talladega Daily Home, News-Journal and The Cleburne News among others, in a foundation so they would

remain community newspapers, free from corporate ownership.

Through the foundation, The Star formed a partnership with the University of Alabama that for more than a decade brought graduate students to Anniston to work and learn, a program modeled on the function of a teaching hospital. The program has provided students and professionals the opportunity to work alongside many talented journalists and journalism instructors.

Ayers is survived by his wife, Josephine and their daughter, Margaret.

Larry O. Glass



Larry O. Glass, longtime publisher of the North Jackson Progress in Stevenson, passed away April 2, 2020 at Shepherd's Cove Hospice in Albertville. He was

79.

Glass, a pastor, journalist and polio survivor, was the son of Olin Loy and Ethel LaVerde McCrelles Glass, born May 14,

1940, in a three-room house in Alexandria, Ala. He grew up in the Calhoun County, Alabama area and was a 1958 Graduate of Oxford High School, and graduated in 1965 from Tennessee Temple School in Chattanooga where he held a BA degree in Bible with a minor in psychology.

His love of newspapers caused him to start the North Jackson Progress in Stevenson that existed for more than 40 years.

Glass was told he would never walk again due to polio, but he persevered with God's guiding hand and become an inspiration to

others.

During his 53-year tenure of pastoring, he served many churches in Ohio, West Virginia and Alabama. He was a member of Brashers Chapel Church in Albertville. Through his abiding faith, he led many to the Lord.

He is survived by his children: Lee (Diane) Glass, Mark Glass, Kristal (Alan) Moman, Shila (Kevin) McKinney, Wendy (Tim) Aultman, Iesa Smith; honorary daughter Mabelle McCrary. Besides his parents, he was preceded in death by his loving and devoted wife of 53 years, Nina Faye Powell Glass.

Mark R. Kent



Mark R. Kent, a reporter for the Call News in Citronelle, passed away March 8, 2020 at a Mobile Hospice facility. He was 70.

Kent was born in Detroit and grew

up in St. Clair, Mich., and Prattville, Ala. He attended Spring Hill College and graduated from Wayne State University in Detroit.

He worked at the Press-Register in Mobile for 38 years, where he wrote an astronomy column called "Stars over the Gulf Coast." He also served as a regional editor and a crime reporter.

Kent began working at the Call News

in 2014, where he wrote about a variety of topics including the crime beat.

He was a talented musician and well-known figure in local coffeehouses and other small venues. He has also entertained APA delegates by bringing the Perdido Beach Resort piano to life during the contest awards reception.

People

Christi Kennedy has joined the staff of The Demopolis Times as a marketing consultant. She has 10 years of experience in marketing and sales, and has worked most recently as a stay-at-home mom and realtor.

Kennedy is a graduate of Thomasville High School and studied marketing at Auburn University at Montgomery.

Hannah Leverett has joined the staff at The Enterprise Ledger as a reporter. She is a native of Ocilla, Ga., and 2019 graduate of Troy University with a communications degree.

Carman Rodgers was recently named bureau chief of The Tallahassee Tribune, where she has served as a staff writer since 2015.

Rodgers has a degree in English from Auburn University in Montgomery and a master's degree in new media journalism from Full Sail University in Winter Park, Fla.

Dennis Shelley has retired from The Eufaula Tribune after 21 years selling ads at the newspaper. Shelley joined the staff in 1999 as a salesman and was promoted to sales manager in 2004.

"I was a little worried about newspapers sales..." Shelley said in a Tribune article announcing his retirement. "It turned out to be probably the easiest thing I've ever sold. I sold to everybody I knew. If I saw a guy pushing a lawnmower in someone's yard and he had a sign on his truck, I sold him an ad."

In 2005, Shelley won a first-place ad in the APA Better Newspaper Contest for Best Single Ad for Gilmore Chevrolet. Inside Automotive interviewed him and the ad was later posted on the GM website.

Columns

Prepare a go-bag for presentations



Ad-libs
by John Foust

Richard is an advertiser who has seen years of sales presentations. His pet peeve is any salesperson who shows up unprepared. "It's a waste of valuable time to be in a meeting where someone is not ready for the topic at hand," he said.

"I remember a meeting with an ad manager – a manager – and he showed up with no briefcase or folder, no rate information, and nothing to use for note-taking. All he had was a business card. I guess he thought his presence in the room would be enough for me to decide to run ads with his company. When I mentioned that it would be helpful to see a copy of his paper, he said he would have someone bring a copy later. His whole approach was arrogant and lackadaisical. It didn't take long for me to decide that I could get along just fine without doing business with him."

Although Richard's example is extreme, it illustrates the importance of

preparation. There's a lot truth in the old saying, "Perception is reality." If a prospect perceives that a salesperson is unprepared, that becomes their reality – and the result is a large obstacle for the salesperson to overcome.

Consider the briefcase. In this instance, let's call it a go-bag, a term which concept likely originated in the military, where service men and women have to be ready at a moment's notice. People also prepare go-bags of essential items that are needed in case of emergencies. Just pick it up and go.

Here are some basics for your advertising go-bag:

1. Note-taking device. It's crucial to capture the things you learn about your prospect. Whether it's a paper notebook or an electronic device, it's important be ready to take good notes.

2. Legal pad or sketch pad. You should always be ready to sketch ideas. Just a few shapes on the page can help an advertiser visualize an ad. "The headline can go here" (horizontal lines). "A photo of your featured product can go here" (large box). "Call-out copy blocks can go here, here and here" (small boxes).

3. Calculator. Yes, it's okay to use

the calculator on your phone. Just make sure the phone is muted and not distracting.

4. Ruler. This will eliminate the need to guess the size of ads on tear sheets and other samples.

5. Rate information, ad specs, coverage map, etc. Have enough copies for anyone who may attend the meeting.

6. Current issue of your paper, along with copies of any special sections you're selling. You can also consider adding screen shots of key online pages.

7. Business cards. Make sure they have sharp corners and no creases.

8. Folder of samples. It's smart to have a folder of examples of the use of white space, the difference between serif and sans serif type, and clean layouts.

9. Folder of ads your prospect has run, along with relevant proposals and hard copies of emails. Obviously, you'll add these to your go-bag before each appointment.

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

Grimes, McGovern

FORMERLY W.B. GRIMES & CO., SINCE 1892
mediamergers.com



LEWIS FLOYD
 Senior Associate

**Helping you Buy, Sell, or
 Value your publication**

(850) 532-9466
 fax: (850) 290-5535
lfloyd@mediamergers.com

Stephen Bradley & Associates
knows Alabama.

We have over 100 years of combined career experience in Alabama. Dealing with Alabama issues, Alabama media, Alabama decision makers. We have the relationships to achieve results. Stephen Bradley & Associates is the only public relations firm with a proven track record of excellence in both public relations and governmental relations. If you need public relations counsel in Alabama, welcome to our territory.

• Public Relations • Environmental Issues Management • Media Relations •
 Public Affairs Strategic Planning • Legislative Relations • Coordinated Public
 Affairs Programs • Governmental Relations • Crisis Communications

STEPHEN BRADLEY & ASSOCIATES LLC
Alabama's only full-service public affairs firm

2101 Highland Avenue, Suite 420
 Birmingham, AL 35205 • 205-933-6676

400 Union Street, Suite 235
 Montgomery, AL 36104 • 334-834-9685

Are you reading your own websites?



Ad-libs
by Jim Pumarlo

Digital platforms go a long way toward leveling the playing field among daily and nondaily newspapers. Even the smallest of newsrooms can compete with their larger counterparts by posting news as it happens, and then directing readers to print editions for more complete reports.

The value of immediate and continuing reports has escalated during the coronavirus pandemic. Your stories are critical to keeping readers abreast of information valuable to navigating this crisis.

One principle remains, however, whether posting news on print or digital platforms, or reporting in ordinary or extraordinary times: Reports must be timely and relevant. It is more important than ever to keep websites up to date as newspapers are reducing the frequency of, or eliminating altogether, their print editions as part of cost-cutting measures.

Editors can readily identify those stories that stand out in the daily churn and warrant additional exposure. I remember reprinting an editorial that struck a chord when first published.

It was reprinted to stir the waters again when similar circumstances resurfaced. But would you run the same editorial on consecutive days, weeks, even months?

Here's one sampling from a regular scan of newspaper websites that should make any editor groan:

- The top headline under "trending news" reports a foot of fresh snowfall. Weather is always on people's minds. The story, unfortunately, was a month old and readers were looking outside at green grass.

- An editorial page displays the newspaper's election endorsements. I applaud editorial endorsements; I regard them as an exercise of a newspaper's highest responsibility. The editorials, however, were advancing recommendations for the November 2018 elections.

- A newspaper's home page is dominated with photos of the 20-plus candidates originally vying for the Democratic presidential nomination. They remained there for at least

three months and were not removed until nearly a week after the race was narrowed to Joe Biden and Bernie Sanders.

- A home page carries breaking news of a professional sports team being bounced from the playoffs. The headline was posted Monday; the playoff loss was Saturday.

- An editorial encourages the community to support the school referendum. It remained the lead editorial three months after the fact.

Digital platforms admittedly can be a blessing and a curse. They present the opportunity to be timely and compete in the 24/7 news cycle. They also challenge staffs to keep content fresh.

At minimum, newsrooms should

contrary viewpoints on the same issue, and publish them side-by-side as a point/counterpoint.

Business page: Here's an idea to produce fresh content and generate some revenue. Offer businesses a profile – a photo/text package and/or a self-produced video – as part of an advertising package. They're a great read to rotate on the site.

Lifestyle pages: Local residents will likely welcome the opportunity to contribute articles on topics ranging from cooking and gardening to book and movie reviews to a host of other subjects.

That's a start. Brainstorm content within your newspaper family; seek opinions from employees in all



establish a process and assign responsibilities for posting local news on a regular basis. Identify those items that are collected each day. It sends a poor message to readers and advertisers if the top headlines remain static for a week.

Other sections are more challenging. For example, content for the editorial and business pages is not as easily generated on an everyday basis. Readers also may not have the same expectations for seeing a new headline each day. For these sections and others, brainstorm additional content that does not necessarily have to be produced by staff.

For example:

Editorial page: Most editors receive a steady stream of submissions from a variety of trade associations, think tanks, advocacy organization, lawmakers and other policymakers. There's a good bet a lot of this never sees your printed edition. Is your website a fit? Pay particular attention to

departments that likely represent a cross-section of your community. Solicit ideas from readers as well, but make it clear that the final decisions rest with the newspaper.

Community newspapers proudly promote themselves as the "go to" source for professional journalism and trustworthy advertising. It's a great message that should be repeated often – and then delivered in convincing fashion – to readers and advertisers in today's challenging and fractured media landscape.

Promoting your brand rings hollow without following through in daily practice.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Media Event

2020 Ocoee Whitewater Media River Run

WHAT: Ocoee rafting is open for business. Don't miss this chance to climb aboard and run the Ocoee River with seasoned whitewater outfitters. Learn about the new COVID-19 health safety protocols implemented in partnership with Tennessee State Parks, State Health Department, TVA, and U.S. Forest Service. Water sports are one of the fastest growing recreational activities in America and rafting is a major economic and tourism driver for Polk County and north Georgia. This event will give your audience information about how businesses are adapting to COVID-19 precautions to provide world-class whitewater recreation. **Space is limited. Reserve your spot by Jun 3, 2020 by emailing mhunter@tva.gov.**



WHEN: Friday, June 5, 2020 at 11:00 ET

WHERE: TVA Ocoee #2 Dam Put-In US-64, Benton, TN 37391
(GPS: 35.0830291, -84.4907295) <https://goo.gl/maps/aL4BmNPHpLCmxSYz5>

ADDITIONAL INFORMATION:

· Wear shorts and shoes you can get wet.

- Bring GoPros and any other waterproof camera equipment.
- Expect to spend about 2.5 hours on the water. Guides will stop to get you the shots and interviews you need.
- We will follow CDC social distancing guidelines. If you feel sick, or family member is sick or have been to a high-risk state – do not attend.
- You will see the increased COVID-19 cleaning protocols and social distancing guidelines in place.
- On June 21, 2017, Governor Haslam signed legislation that created a board to promote and enhance rafting on the Ocoee River. This historic public/private partnership helps secure a bright future for rafting on the Ocoee River.
- The Ocoee represents over 600 jobs and contributes about \$43 million in economic impact to the region.
- TVA's reservoir system generates an average annual economic impact of \$11.9 billion as well as more than 130,000 local jobs, \$4.45 billion in labor income and \$916 million in state and local taxes — the equivalent of \$1 million per shoreline mile.

WHO: · Jim Bryson, Deputy Commissioner Tennessee Bureau of Parks & Conservation · Keith Jenkins, Vice Chair Ocoee River Recreation and Economic Development Fund Board · David Bowling, TVA Vice President, Land & River Management · Tennessee Department of Health Representative · Ocoee Outfitters

Help Wanted

Independent Sales Positions - Birmingham, AL

Work from home as an independent contractor for the leading family & parenting publication in the Birmingham metro area.

Print, digital or telemarketing experience will help the right candidate move to the top, with open territories, lots of local business categories to prospect from, and unlimited growth potential. A full time position requires a minimum of 30 hours per week to be successful, but part timers and telemarketing professionals will also be considered.

Hours are flexible and home-based though applicants must be able to meet clients in person when required and to attend special Expo

events. **COMMISSION ONLY** - grow your own base with no caps on growth.

The position requires a detail-oriented person that can manage multiple clients and is willing to listen, learn and execute management directives in securing new advertising revenue. Knowledge of web and Word-based programs for data entry and customer relationship management is required. Email your resume and cover letter to Carol Evans at carol@birminghamparent.com or fax to 205-624-2415.

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, experienced, versatile general assignment reporter to continue our impressive growth and statewide recognition as one of the best newspapers in Alabama.

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 offer competitive pay and great benefits.

***Are you a freelance journalist, photographer, graphic designer, etc?
Would you like to recommend someone as a freelancer?***

Please send contact information to jaclyn@alabamapress.org.