

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MAY 2021

Important Dates

APA Summer Convention

June 24-26, 2021

Perdido Beach Resort
Orange Beach, Alabama

[America's Newspapers](#)

[Archived Webinars](#)

Remember these webinars are free to APA members. Some recent topics covered include:

- Subscription Trends and 7 Ways to Leverage Them in 2021
- You Can Grow Revenue and Audience with Geographic Information Systems (GIS)

APA celebrating 150 years

Alabama unveils new emergency alert system- Code**RED**

Carden retires after 47 years at The Daily Home

Relevance Project now offers a growing Revenue Resource

Must-do list for printing/ mailing plants

Start benchmarking performance of politicians

Advertisers' blind spots

Celebrating
150 YEARS
OF JOURNALISM



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

Terry Connor, Chairman of the Board
Dothan Eagle
K.A. Turner, President
Alabama Media Group
Dee Ann Campbell, 1st Vice President
The Choctaw Sun-Advocate
Darrell Sandlin, 2nd Vice President
TimesDaily
Teresa Woodruff, The Moulton Advertiser
Robert Jackson, Consolidated Publishing
Dennis Palmer, The Selma Times-Journal
Denise DuBois, The Citizen of East Alabama
Robert Blankenship, Brewton Standard
Caroline Quattlebaum, The Southeast Sun
Patrick Graham, Jackson County Sentinel
James Phillips, Daily Mountain Eagle
Johnny Adams, Union Springs Herald
Steve Baker, The Outlook/Alexander City
Glenda Curl, The Wilcox Progressive Era
Robert Bozeman, The Evergreen Courant
Dan Starnes, Starnes Publishing

APA Staff

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

APA celebrating 150 years

What a special year this is for APA – our 150th anniversary. APA is returning to the Perdido Beach Resort for our 150th Summer Convention, June 24-26. Not only is it special because it is our 150th, but it has been over a year since we have gathered in person and enjoyed the exchange of ideas and entertainment. We are making every effort to ensure that all meeting rooms and social events are in locations that allow for adequate distancing. Your registration information is attached, and you can access online registration [HERE](#).

Join us Thursday evening as we kick-off the weekend with a bonfire and snacks on the beach.

Programs begin Friday afternoon with a focus on advertising sales with Kelly Wirges from ProMax Training. With over 25 years of sales training experience, Wirges is known for her ability to combine a dynamic presentation and lively interaction with the necessary information and tools to achieve the desired results.

We are honored that Gov. Kay Ivey will attend the opening reception Friday evening. Gov. Ivey has attended many APA conventions over the years, and we are especially excited she can join us this year to help us celebrate.

Both Friday and Saturday, you will have the opportunity to sit in roundtables with these topics: Circulation (print and

digital), Academics and the Newsroom, and What's Next for Public Notice and Public Records.

Because we all need a little humor these days, Saturday morning will begin with a continental breakfast with humorist and columnist Leslie Ann Tarabella. The Florala native writes a column for Advance Publications and has written several books. Her latest is Exploding Hushpuppies.

During the Saturday luncheon, we will celebrate the 2021 Lifetime Achievement recipients, Les Walters and the late Art Parker. We will also recognize Brannon Cahela as the 2021 Emerging Journalist. We will also have a short membership meeting at the close of the luncheon.

After an afternoon of golf, shopping, beach or just relaxing, we will celebrate the winners of the 2021 APA Media Awards with a reception and banquet.

Hotel deadline is Thursday, June 3, 2021. Call or reserve online using our convention link below. **Use Booking ID#17490.** Visit our convention website at www.alabamapress.org/summer. Please contact Jaclyn or me at the APA office (205-871-7737 or 1-800-264-7043) if you have any questions or need additional information.

We look forward to seeing you in Orange Beach!

Celebrating
150 YEARS
OF JOURNALISM



Alabama unveils new emergency alert system- CodeRED

The Alabama Law Enforcement Agency (ALEA) has launched a new high-speed notification system known as CodeRED, designed to notify residents of missing person alerts throughout the state. ALEA unveiled the new system on Tuesday, May 25, to highlight National Missing Children's Day.

"Our Alabama Fusion Center (AFC) will use the new state-of-the-art system to issue alerts in the event of a missing person and it will have the capability to quickly deliver essential information to citizens throughout the state or in a targeted area, depending on the situation," Gov. Kay Ivey said. "I encourage all Alabamians to consider enrolling in the new alert system,

which will allow everyone to be vigilant and stay informed once a missing person alert is issued."

ALEA Secretary Hal Taylor said, "We are continuously looking for ways to improve our overall operations and efficiently serve the citizens of this state. ALEA's Fusion Center has worked diligently to provide citizens with a new alert system that can easily be accessed. CodeRED will allow all Alabamians to quickly subscribe to alerts via a variety of methods and it will deliver time-sensitive information during high-stress situations where time is of the essence for those missing loved ones."

CodeRED continued on page 3

CodeRED continued from page 2

CodeRED gives those who want to be included an easy and secure method for inputting information. The data collected will be used only for such emergency notification purposes as when citizens are reported missing. Citizens who wish to enroll should visit www.alea.gov and click on the CodeRED logo displayed on ALEA's homepage.

An additional easy enrollment process can be completed by texting "ALAlerts" to 99411 from any mobile device. Citizens will then receive an immediate response containing the Community Notification Enrollment (CNE) link for the state.

AFC Director Jay Moseley said, "Your participation in this emergency notification system will provide a direct conduit between public safety officials and your local community. CodeRED allows us to disseminate missing person alerts via phone, text, email and social media, however, citizens have the ability to select the preferred means of communication."

Citizens and partners should be advised that ALEA will cease sending emails on the existing system in the near future but will give everyone notice before doing so. Amber Alerts and Blue Alerts will continue to be relayed over the Wireless Emergency Alerts (WEA) system, in addition to being distributed on the CodeRED platform. Missing and Endangered Persons Alerts and

Emergency Missing Child Alerts will only be distributed over the CodeRED platform.

The Fusion Center exists to improve Alabama's preparedness against terrorist attacks and to deter criminal activity. It is an information-sharing organization designed to combine or "fuse" information between federal, state, tribal and local government, private sector entities, and the intelligence community. Its personnel are responsible for issuing all state alerts, including AMBER Alerts for missing children who have been abducted and are believed to be in danger of serious bodily injury or death.

For further information on the AFC and alert criteria, please visit <https://www.alea.gov/sbi/fusion-center>

Carden retires after 47 years at The Daily Home

By Chris Norwood, *The Daily Home*

Sandy Carden was a 17-year-old senior at Munford High School when she first applied for a job at The Daily Home, planning to stay on until she figured out exactly what she wanted to do with the rest of her life. Turns out, she found it.

It's now 47 years later, and Carden is about to retire.

"I still remember, and will never forget, walking in the Daily Home to fill out an application," she said.

A friend from church who was doing a work study at the paper had told her there was an opening in the graphics department, and she had decided to apply. But when she filled out the application, she left the position she was applying for blank.

"I remember standing there filling out the application when a man dressed in a pair of green coveralls walked up to me and asked me if I would like to have a seat at a desk," Carden said. "Judging from his appearance, I was thinking this must be the maintenance man. I filled out the application and gave it to the receptionist, Geraldine Osburn, who now is a good friend of mine.

"She asked if I would like to speak to the general manager. I said sure. I walked in his office and there, behind the desk, sat the man who had been wearing the green coveralls, Jay Thornton. I was totally surprised, but would soon learn that Mr. Thornton could and would work on any piece of equipment in the building. I grew to have the utmost respect for him."

Comptroller Zell Copeland called her at school a day or so later, and she started coming in for training after school shortly afterward.

After graduation, she started working at the paper full-time.

"After high school, I couldn't really make up my mind about what I wanted to do," she

said. "I decided to stay there until I figured it out. It turned out to be a job I really love."

At first, she was hired in the accounting department and assisted in the circulation department.



"After a few years working in the accounting department, a job came open in the classified department. I took that position and worked in the classified department for 17 years," she said. "I was later promoted to classified advertising manager, where I also handled the layout of the paper plus the national accounts.

"In 1994, I took an outside sales position and was later promoted to retail advertising manager, working alongside my friend and later my boss, Marketing Director Pam Isbell."

In fact, she worked in several different positions in the advertising department, but never in the newsroom. "But I always loved watching what was going on in the newsroom, watching the wheels turn when they got onto a big story," she said.

She was also named the Consolidated Publishing Employee of the Year for 2016.

"It has been a wonderful journey through the years with the best co-workers and management team anyone could ask for," she said. "We are like a family here at the Daily Home, and I'm going to miss each one. We have seen each other through the good times, the sad times and the joys of raising our children and, for some of us, enjoying being grandparents."

She felt particularly close to Copeland, Thornton and Isbell.

"I will always be grateful to Jay Thornton and Zell Copeland for taking a chance on me and giving me this opportunity. You quickly learned Mr. Thornton never asked you to do anything he wouldn't do himself. We were always told not to say, 'That's not my job,' nor ever tell a customer you'll have to ..."

"(And) Pam taught me so much about advertising sales. It has been an honor to work with her and for her. We have been through the good and the bad, the ups and the downs of the newspaper industry. She has been a great leader, and I have never been more blessed to have learned under her leadership."

And, of course, there are the friendships that develop outside the office, too.

"I have been fortunate to work with and help so many customers through the years with their advertising needs," she said. "You develop a friendship and trust with each one that makes it hard to walk away. The technology has changed a lot about the way we communicate with customers. It's a faster way to do business.

"We can email or text or Facebook message with customers now, but customer service is really always the same: it's all about relationships with the customers."

After retirement, she said, she is planning to spend more time with her husband, Mike and their five grandchildren, and "definitely take more trips to the beach."

Relevance Project now offers a growing Revenue Resource

The Relevance Project, an initiative of the Newspaper Association Managers, now offers on www.relevanceproject.net a growing Revenue Resource section to boost your sales efforts, an insightful blog that highlights trends and smart advice, and a series of promotions to uplift community newspapers. All are regularly updated.

The Revenue Resource includes 15 powerful “Calls To Action” that prove

newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories -- along with teaser and spec ads. Note: You can use everything on <https://relevanceprojectnet.wordpress.com> at no charge, thanks to your association’s support of The Relevance Project. Download the ads and view other resources [HERE](#).



Must-do list for printing/mailing plants

By Max Heath

NNA has worked with member mailing and delivery issues for many years now. We’ve noticed some common problems that often stem from printing plants and mailing facilities that prepare the mail for their printing customers, often providing the presort software for the newspaper’s subscriber list. I am sharing some things that you can share with your central printer. If you are a central printer/mailler, please heed these words.

1. Use PAVE-certified software.

Whether you are presorting the mail for your customers or they operate their own, ensure that your customers have address files or labels created from such software. The time is long past that newspapers can “get by” with using a simple list program like File-maker and figure out how to properly sort, bundle and containerize newspaper mail.

Sometimes newspapers sort the mail according to instructions provided by some postal person years ago. Many changes in rates, plant destinations, sortation rules and discounts have occurred since then. The paper is, in effect, “living in the past” and is likely to ensure slow delivery at a time when other factors also are against timely delivery within USPS. The newspapers also run the risk of being caught and assessed back postage, or at minimum, denied discounts.

PAVE stands for “Presort Accuracy, Valuation and Evaluation,” a testing program run by the National Customer Support Center in Memphis for presort software in various categories to ensure it properly sorts the mail and calculates postage correctly.

2. Follow the instructions. Once the plant is sure that good software is in place on either the newspaper or plant side, it is necessary to enforce the use of instruction cues in preparing the mail. Presort software provides a list of the sor-

tations indicating bundles and containers to be made up, perhaps called “Periodical Statistics” or “ZIP Code Listing.”

An updated list must be followed precisely by the people preparing the job on the mailroom floor. Quantities change on mailing lists weekly. That forces bundles to change size, up or down, and even fall into different container sorts depending on whether a new minimum or maximum number is reached under the rules. Delivery issues are caused or improved based on proper sortations.



3. Read Optional Endorsement Lines (OELs). Most software now puts the sort of the bundle in the OEL on the address label, which follows a series of asterisks in the top line of the label or inkjet file. Common sortations include CAR-RT and number for carrier-route, 5-DIGIT XXXXX, 3-DIGIT XXX, ALL FOR SCF XXX, ALL FOR ADC XXX, OMX XXX, MXD ADC, or FIRM XXXXX (indicating all copies are bundled together separately from other bundles to that 5-digit destination, saving piece postage on all but one copy in the bundle).

A common preparation problem is finding two or more bundles accidentally bundled together so that the location shown on the top paper gets papers intended to go elsewhere and/or bundled in the wrong container. Do not attempt to use the USPS Qualification Report for this purpose. It is mandatory documentation supplied by PAVE-certified software

for USPS use. Take special care to avoid placing FIRM bundle atop a 5-digit (all copies destined for the same address).

4. Print Intelligent Mail barcodes (IMb). The longer codes with ascenders and descenders both are mandatory for automation discounts. Never mind that most newspapers are not run on machines that read the barcodes. Many meet the physical characteristics, and some are machinable. The price schedule includes both Machinable barcoded and Nonmachinable barcoded discount piece prices. So, in many cases, discounted prices are allowed under the rules, even In-County, for barcoding.

5. Consider Full-Service IMb. Many newspapers will want to choose Full-Service, which provides free electronic Address Change Service and avoid the inefficient and costly hard-copy address change. And as USPS moves toward electronic-only verification at acceptance, newspapers can bypass some manual checks under “Seamless Acceptance.”

6. Flats Trays (tubs) a must. For a boost in handling times in postal processing plants, it is essential to use Flats Trays — white plastic tubs — rather than sacks. The largest single obstacle encountered to Flats Tray use is the unwillingness of printing/mailing plants to stock them for the customers whose mail they prepare. They do take up additional storage space, but they come to post offices on pallets nested one inside another in stacks, with green lids lying flat atop them, then shrink-wrapped. Sacks have no wasted air when empty. But in stacks, just the bottom tray is “full” of dead space.

NNA obtained a rules change allowing tubs without green lids within the SCF service area, which includes most of a newspaper’s mail. Customer Support Ruling PS-347 was issued in January 2018.

Mailing continued on page 5

Mailing continued from page 4

It helps truck load capacity to make sure that any drops to the original-entry post office and other drops under "Exceptional Dispatch" are in bundles only, no trays or sacks, as permitted by rules (in up to 40-pound bundles).

Some postmasters tell newspapers that sacks must be used. DMM 207.22.7 and 207.25.5 can be cited to prove the case for trays, which has been allowed at mailer option since 2006.

7. Strapping and string tying. Ensure that all bundles are firmly tied with two straps, one around the width and another length, without covering any part of the address label. Clear strapping can be used, but it costs more. Bundle breakage is a big issue inside processing plants and delays newspapers.

String is still allowed, but to ensure tight bundles that don't break, the knotted string should run twice around in each direction. There is always a postal

push on to eliminate string, but NNA has protected its members against such a requirement.

Rubber bands are not prohibited, but the requirement is that "flats" like newspapers and magazines be presented flat, and not in rounded bundles, like newspapers that did "single-wraps" in the past. If the quantity per bundle is small, the strapping/stringing operator should fold from half to quarter-folds manually by folding flimsy bundles over once. And if necessary, go from quarter-fold to eighth-fold bundle by folding again, with label showing, rather than allowing bundles to "scrunch" together loosely.

If you have other tips to help newspapers or plants better prepare mail, or questions about those above, email me at the address below.

Max Heath, former NNA postal chair, is a postal consultant for Landmark Community Newspapers LLC and NNA members. maxheath@lcni.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 Affair 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

www.PRAlabama.com

2021 APA Summer Convention Checklist

- ✓ Check your email for select AMA category winners.
- ✓ Register with APA at alabamapress.org/summer.
- ✓ Book your accommodations at the Perdido Beach Resort by **June 3**.
- ✓ Pack your flip flops and sunscreen and join us at the beach for a great time!

TN TownNews.com

Purchase, sell or value your business!

Circulation/Single Copy Reviews for Improved Revenue

**Business
Valuation
Consulting, LLC**

Discretely selling businesses...

Lewis R. Floyd
C: 850-532-9466
Skype: 601-724-8154
busvalconsulting@gmail.com
1314 Gerrits Landing
Brandon, MS 39047



Columns

Start benchmarking performance of politicians



by Jim Pumarlo

It's customary to rate the president's performance after the first hundred days in office. The stark contrast in personalities and policies of Donald Trump and Joe Biden provides plenty of observations and commentary. National issues range from the pandemic and the economy to immigration and racial unrest.

As we pass that benchmark, newsrooms should take a cue and seize the opportunity to check in on officials elected to local and state bodies, too.

The stories are valuable in at least a couple of respects. First, they provide substantive public affairs content beyond just reporting on meetings or specific votes. Second, these reports can be the beginning of building a resume of politicians' work which will come in handy when preparing coverage for the next election cycle.

Certain questions can be explored and analyzed in any story, whether elected officials are newcomers or veterans and no matter on what body they serve.

- Review their campaign platforms. Are their initiatives gaining any traction? Some of their ideas may be accomplished in short order; others may be longer-term proposals.

- How are they addressing the increas-

ing level of partisanship that seems to permeate so many levels of government?

- Elections can produce new voting blocs and, as a result, change the dynamics of governmental bodies. That may be easily noticeable when individuals run on a party label. It's less evident where office-holders are not elected on a partisan basis. Reporters who regularly cover these bodies are in excellent position to analyze the changes and preview what might be in store for citizens during the short term and long term.

- How do lawmakers navigate, balance their actions and votes when their personal priorities and philosophies might not align with their constituents?

- What has been their role in committee or party leadership?

- Have they authored or been the lead on specific initiatives?

- What are their overall goals for their first year in office? How will they define success?

This is but one checklist. Strike up a brainstorming session in your newsroom, and you're likely to identify other questions – especially if there were circumstances specific to a race.

Don't be afraid to solicit ideas from others in the office as well as key individuals in the broader community who watch public affairs closely.

Election coverage, even if well organized, is challenging and chaotic for newsrooms as you weave in the extra re-

sponsibilities with the everyday churn of news. Reporters often face a regular barrage of press releases from candidates and their campaigns. As a result, many election stories may focus on a candidate's ability to campaign rather than an ability to govern.

That's why election coverage should not shut down when the winners are announced. It's a worthwhile exercise for staffs to review the election edition periodically and refresh themselves about what the voters said and what the victors promised.

Many candidates mostly receive a free pass on answering the tough policy questions in the heat of the election season as they often spin campaign rhetoric. Reporters have a better opportunity to follow and analyze actions once the winners have been seated and the dynamics of the governing bodies take shape.

The 100-day report card should be considered a starting point. Identify other appropriate times to check in with elected officials. It may be once or twice a year, or more frequent if circumstances warrant. These stories will hold lawmakers and governing bodies accountable and will provide meaningful public affairs content for readers.

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

Advertisers' blind spots



Ad-libs
by John Foust

In my advertising and training career, I've observed – and heard about – a lot of boss-employee encounters. Some have been good, some have been bad.

All have been instructive. In many cases, we can learn as much from the negative incidents as we can from the positive ones. Here are several examples:

1. The competitive boss. This kind of manager can't seem to play fairly with others, especially if commissions are involved. Unfortunately, the competitive boss is in position to cherry-pick the best prospects. I knew of one company that relied on a notebook to log incoming leads.

The boss was one of three people in the ad sales department, and the procedure was to alternate leads. The others on the team realized that she regularly deleted and re-designated the leads, so prime prospects would be assigned to her.

2. The boastful boss. This manager can't resist bragging that he or she has special perks. The CEO of an advertising services company was once invited by a client to attend one of the biggest college basketball matchups of the year. Although it was one of the scarcest tickets of the season – and although no one else in the firm had a ticket – he made it the main focus of an all-staff meeting on the morning of the game. The next day, the entire office received a follow up email from him, with a closeup photograph of the crowd taken from the television broadcast. The email boasted that he appeared just a few rows above press row at center court.

3. The disrespectful boss. A disgruntled employee told me about the sales manager who scheduled a regular weekly staff meeting and warned everyone that there was no excuse to miss it or be late. That worked fine for a couple of weeks, although the team often had to rush appointments and phone calls to make it to the conference room on time.

Then came the day when the manager was late for the meeting. Not fifteen minutes late, not thirty minutes. She was over an hour late. She didn't offer any explanation or apology. All she said was, "Okay, let's get started."

"That was the last straw for a lot of us," the employee said. "We sat there debating whether we should go back to our desks, but decided we'd better wait. That was a clear sign that she had no respect for us or our time."

Foust continued on page 7

Columns

Foust

continued from page 6

4. The public criticism boss. A salesperson once told me about the time his boss openly complained about his performance in front of everyone in the ad department.

"It was bad to be told publicly that I was short of my sales goal," he said. "That kind of thing should be done one-to-one."

Perhaps none of these management mistakes are worthy of investigation by the human resources department, but they all indicate the bosses' morale killing

attitudes toward the people they manage. And they provide crystal clear examples of what not to do.

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

Help Wanted

Reporter - Anniston, AL

The Anniston Star seeks a multi-talented reporter to join its award-winning newsroom.

Building on a distinguished legacy of more than 100 years of family ownership, the newspaper is looking for talented journalists who understand reporting for digital and print products and can produce enterprise stories, write community features and break news.

Applicants should have a degree in journalism, history, creative writing or a similar field. Recent graduates will be considered, but this might be a job best suited for candidates looking for their second or third positions in the industry.

The Anniston Star is guided by the principle highlighted on its masthead: "The duty of a newspaper is to be the attorney for the most defenseless among its subscribers." This value extends to an ongoing effort toward diversifying the institution to reflect the community it serves.

Please send resume in Word format and three clips as online links to Executive Editor James Bennett at jbennett@annistonstar.com.

The Anniston Star is an Equal Opportunity Employer and encourages diversity in applications.

Circulation Manager - Fort Payne, AL

The Fort Payne Times-Journal is seeking a candidate interested in a career in the Newspaper industry, managing our Circulation department and assisting the Publisher in other areas of the operation. We are looking for a highly organized Team Player who will fit in well with our company culture. The right person will have these attributes, as well as, an impeccable reputation for honesty and integrity.

Responsibilities of the job:

- Managing the distribution of our twice weekly newspaper, communicating with our printers and freelance carriers to ensure that our product is correctly and consistently delivered in a timely manner.

- Communicates with the U.S. Postal Service and submits required reports and

estimates.

- Handling subscription renewals and returns.

- Accepting insertion orders and completing worksheets.

- Assisting the retail and classified advertising departments as need.

We need someone who will

- Nurture clients and staff

- Demonstrate product knowledge and value to prospects and customers

- Follow through with clients with exceptional customer service

- Be a successful team player

The Times-Journal offers competitive pay, a company matched IRA plan, Blue Cross Blue Shield of Alabama Health Insurance and a Paid Vacation and Sick Leave Plan. We are part of a chain of papers, increasing the opportunity for networking and advancement. EOE

To apply, please reach out to: Steven Stiefel, Publisher at steven.stiefel@times-journal.com or 256-304-0050

Advertising Consultant - Fort Payne, AL

Located in Northeast Alabama, Fort Payne offers residents outdoor activities to complement work life.

We are seeking a candidate interested in a Newspaper Advertising Career. We are looking for a person that is a Community-Minded, High Energy, Organized Team Player! The right person will bring these attributes, as well as working for a reputation of honesty and integrity. Your job will be to strive to bring results for your clients and revenue for your employer. WIN-WIN.

Responsibilities of the job:

- Achieve revenue goals on a monthly, quarterly and annual basis

- Nurture clients and develop new business through consistent and creative prospecting

- Demonstrate product knowledge and value to prospects and customers

- Learn and use an understanding of local and regional business trends

- Develop advertising recommendations and proposals.

- Outside sales, from straight-up cold calls, to those with well-prepared presentations

- Follow through with clients with exceptional customer service

- Be a successful team player

Requirements:

- Prefer Bachelor's Degree in Advertising, Public Relations or Marketing and/or experience in sales and sales promotion with business to business relationship experience, cold calls and ongoing relationship building

- Self Starter with a record of exceeding revenue goals

- Proficient in Word and Excel

- Valid Driver's License with good driving record, reliable transportation and proof of insurance

The Times-Journal offers a company matched IRA plan, Blue Cross Blue Shield of Alabama Health Insurance and a Paid Vacation and Sick Leave Plan. We are part of a chain of papers, increasing the opportunity for networking and advancement. EOE

To apply, please reach out to: Linda Stiefel, Advertising Director at linda.stiefel@times-journal.com or 256-996-0990

News Reporter - Decatur, AL

The Decatur Daily, a five-day daily covering three counties in north Alabama, seeks an aggressive news reporter willing to ask tough questions, develop sources and dig for stories of importance to our readers. We are looking for a productive reporter who can handle hard news and tell a compelling story. The successful candidate will cover a wide range of topics, including local government, education and police. Accuracy is essential. Experience is a plus.

The Daily is an award-winning, family-owned newspaper founded in 1912. Decatur, on the banks of the Tennessee River, is home to Wheeler National Wildlife Refuge, United Launch Alliance, a high-tech manufacturing sector and a vibrant arts community. It is located 20 minutes from Huntsville.

Send a brief cover letter, five of your most current, relevant writing samples and resume including references to: Eric Fleischer, metro editor, eric@decaturdaily.com.