

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

SEPTEMBER 2021

Important Dates

**Send APA your
Statement of Ownership
by October 31, 2021.**

**TPA Virtual Circulation
and Hot Ideas Discussion**

September 23, 2 p.m.

The Tennessee Press Association has invited APA members to join a roundtable discussion and idea share via Zoom. Please register [HERE](#) to attend.

Online Media Campus

APA members can register [HERE](#) for any active or archived webinar (deadline is 3 days before webinar) at no charge using the code, **ALTraining**.

National Newspaper Week

October 3-8

Click [HERE](#) for more information.

**Important! Statement of Ownership
filing due in October**

**National Newspaper Week 2021
October 3-9, 2021**

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

**Huntsville judge orders police
bodycam footage released after
conviction**

**No new advertising rules expected
on alcohol delivery**

**No postage increase in January, but
two are on deck each year beginning
January 2023**

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

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- Robert Jackson**, Consolidated Publishing
- Dennis Palmer**, The Selma Times-Journal
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- Robert Blankenship**, Brewton Standard
- Caroline Quattlebaum**, The Southeast Sun
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Statement of ownership filing due in October

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

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



The required information must appear in an issue of the newspaper:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

Please send a copy of your Statement of Ownership to the APA office at: 600 Vestavia Parkway, Ste. 291, Vestavia, AL 35216 or email to jaclyn@alabamapress.com.

National Newspaper Week 2021

National Newspaper Week 2021 will be observed Oct. 3-9. The 81st annual celebration marks the impact of journalists in their communities.

This year's theme is "Community Forum." Material, including editorials, cartoons, promotional ads and more, is now available at no cost to APA members [HERE](#).

Please plan to celebrate National Newspaper Week by downloading these materials and devoting as many column inches as possible to remind readers of the important role our journalists play in our communities and in our country.

Please also make it local by editorializing about your newspaper's unique relevance.

This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, coverage of important pandemic coverage, etc.



NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the newspaper industry. APA has paid a fee so that members can download the information at no cost.

2022 Lifetime Achievement and Emerging Journalist Awards

The APA board of directors is seeking nominations for the Alabama Press Association Lifetime Achievement and Emerging Journalist Awards for 2022.

The Lifetime Achievement recognizes outstanding service and accomplishments spanning a career in journalism in Alabama.

For Lifetime Achievement, APA members may nominate any person who, at the time of selection, is a living, present or former newspaper executive or employee of a newspaper in Alabama. Nominees must have spent a significant percentage of their newspaper careers in Alabama. Nominees must also have a minimum of 25 years of service in the newspaper industry and may not be nominated by a family member. Areas of service include production, editorial, advertising and circulation.

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

Nominees must be an employee or regular contributor to an APA-member newspaper. This award is open to nominees younger than 30 with less than five years of experience writing professionally for a newspaper.

The selection committee will consist of APA's four officers and two additional board members. Nominations are due by Friday, Nov. 12. Nomination forms are available on the APA website [HERE](#) (EJ) and [HERE](#) (LA).

Huntsville judge orders police bodycam footage released

Over the objections of the city, a Madison County judge ordered the release of police bodycam footage of a Huntsville police officer firing on a suicidal man.

The officer was tried and convicted of murder, and the footage was shown in the public court proceedings. The judge

released the video in response to the request from AL.com and Huntsville area television stations.

A Huntsville city attorney argued that the bodycam footage was exempt from disclosure because it was part of law enforcement investigative materials.

APA attorney Evans Bailey said that courts for more than a century have recognized the public's right to access to exhibits in court proceedings – with limited exceptions.

Read the entire story from Ashley Remkus of AL.com [HERE](#).

No new advertising rules expected on alcohol delivery

APA Legal Counsel Dennis Bailey recently answered a Hotline question related to the new Alabama law that allows alcohol delivery. Here is the answer:

I talked with Jacinda in the Compliance office at ABC. She said that she is not

expecting any new advertising-specific regulations coming from the two new delivery bills. Ads for delivery of wine, beer, etc. will have to go through the same ABC approval steps as any other alcohol ads: <https://casetext.com/>

[regulation/alabama-administrative-code/title-20-alabama-alcoholic-beverage-control-board/chapter-20-x-7-advertising-provisions](https://www.alabama.gov/regulation/alabama-administrative-code/title-20-alabama-alcoholic-beverage-control-board/chapter-20-x-7-advertising-provisions)

Compliance is up to the person offering delivery.

No postage increase in January, but two are on deck each year beginning January 2023

From Tonda Rush, NNA

The U.S. Postal Service announced recently it will not implement a postage increase in January 2022. The next increase will be in July 2022.

Then it will begin a new regime of twice-yearly increases, beginning in 2023.

The new pricing plans depend upon the approval by the U.S. Court of Appeals for the District of Columbia Circuit of the rate-increase authority created by the Postal Regulatory Commission. NNA and other mailer organizations have sued the PRC, saying its new postage pricing regulations are not permitted under federal law. A decision in that case is expected by the end of the year.

Next July's increase will take into effect the cost of inflation for 10 months, the expense of covering unpaid retiree health costs mandated by Congress, additional charges to account for the effects of falling mail volume and adjustments for mail classes like Periodicals that are reportedly not covering the cost of handling, transportation and delivery. Unless Congress changes the law, the increase for July 2022 is likely to be higher than the August 2021 increase because of rising inflation, increased USPS costs and other factors. NNA projects increases of 10% or more for Periodicals.

NNA Chair Brett Wesner said today that Congress holds the keys to fixing

USPS.

"We continue our efforts to persuade Congress that its own inaction is at the root of this problem," Wesner said. "Now we have a system where USPS is being rewarded for service failures because the more mail it drives out of the mail stream, the more money it can demand from mailers to cover its rising costs. We hope the Court of Appeals also sees the injustice here and acts quickly to set universal service back on a course of sustainability."

The Postal Service's alert to industry on rising rates is here: <https://www.nna.org/pub/doc/Postal-Service-Announces-New-Market-Dominant-Price-Adjustment-Schedule.pdf>

People

Steve McPhaul is set to retire from CNHI in January. He has been with CNHI since 2001, and is currently executive

vice president and chief operating officer of the company.

Prior to joining CNHI, McPhaul served

as publisher of the Opelika-Auburn News and the Dothan Eagle.

Columns

Are you telling your own stories?



by Jim Pumarlo

I circulated a column celebrating community newspapers earlier this year in recognition of Sunshine Week. Its publication prompted a few comments.

One reader, who hailed from a Minne-

apolis suburb, read the column in his local paper. He wrote, in part:

"I enjoyed the message about the relevance and importance of trained journalists. My issue that I struggle with journalism or journalists in general after this latest election cycle is the intentional bias in the reporting. Politically I lean more conservative, and I am very sensitive to the majority liberal bias in the mainstream commercial media. It seems that it is no longer even

avoided or denied, but even accepted as a given. ... How and why should we trust our journalists to ever be fair and honest in their craft when this bias exists?"

Journalists climb this wall every day, I replied. Community newspapers are far from perfect, I added, but said I find it disappointing and misleading when community press gets branded under the broad brush of "the media."

stories continued on page 4

Columns

stories
continued from page 3

He thanked me for my perspective, relating it to his experience in local versus state or national politics. "At the local or community level where we see and greet each other on the street, there is a higher level of accountability and authenticity required than when there is distance that divides us. I will look for that value proposition in my local community newspaper."

A great exchange, I said to myself, but with only one reader. How do we reach the masses?

My challenge to editors and publishers: Are you telling your own stories? Are you having regular conversations with readers and explaining news decisions?

Newspapers play a vital role in the everyday life of a community and its citizens. We take pride in delivering stories that readers like to read and stories they should read, but it's not without guidelines for what does and does not get published.

Then we frequently fall short in explaining policies. Too often the standard response to an inquiry is simply, "Sorry, but it doesn't fit our guidelines." Or, "We've always done it that way."

I cannot overstate the value of communicating regularly with readers on your operations. Brainstorm among your employees – go beyond the newsroom – and you'll generate more than enough topics to address.

- What's your policy for column submissions?
- What are your guidelines for weddings, engagements, open houses?
- Why don't youth sports leagues receive as much attention as varsity sports?
- Who don't you publish photos of all check presentations?
- What qualifies as news and what constitutes an ad when it comes to business reports?
- How do you handle news from civic clubs?

These topics, and many more, can be addressed at most any time.

Some topics might warrant an explanation in regular cycles. Election season is a great example. Do you implement special guidelines for letters to the editor? Or how about a response to the frequent cry: What gives you the right to offer editorial endorsements – "to tell us" who to vote for?

Other columns are prompted by specific circumstances. In one instance, I responded to a complaint that our review of a school

play was too negative.

Another reader told us it was in poor taste to run a photo showing a beer bottle at an election night victory party in the sheriff's race. I alerted the winning candidate, and explained our decision-making, letting him know I was going to address the comment in a column.

Community newspapers are increasingly challenged in today's fractured media landscape and in the atmosphere of "fake news." Being transparent in your operations is most important to remain relevant to readers and advertisers.

I wrote a weekly column for 20-plus years as editor of the Red Wing Republican Eagle. My intent was not to convince readers that a decision was the right way or only way to handle a report. Rather, my goal was to help them understand our rationale and to know that decisions were not made on a whim.

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.

Free offers can generate big results



Ad-libs
by John Foust

Generally speaking, there are two types of advertising. Image advertising, which is often referred to as institutional advertising, is designed to create a positive overall impression. Response advertising's objective is to generate immediate results.

Let's take a few moments to examine a category of response advertising – the free offer. "Free" is one of the most powerful words in advertising. Here are some idea starters:

1. Free sample. This usually applies to a small portion of a particular product. Imagine an ice cream shop that offers customers a free taste of a seasonal flavor. Or a new bakery that runs a coupon for a complimentary doughnut.

2. Free trial. This is not a money-back guarantee. It's a way for consumers to take temporary ownership of a product, without an upfront cost. Premium cable television channels often use this tactic to introduce viewers to their shows.

3. Extra product free. Think of a restaurant that offers a free dessert with a meal. A variation of this tactic has become so popular that it has its own acronym: BOGO, as in "buy one, get one." The "get one" could be the same or similar product for no cost or half price.

4. Free gift. This offer goes beyond samples, trials and extra products. Some companies give away products that may be unrelated to what they sell; for example, "Buy a widget and get a \$25 gift card from XYZ coffee shop."

5. Free demonstration. Although most product demonstrations are available at no charge, many businesses don't like to make that offer. Maybe they think it's too much trouble.

On the other hand, there's the powerboat dealer in North Carolina that invites serious prospects to test drive their boats in the lake behind their showroom.

6. Free information. "Write for our free brochure" used to be a common line in ads, but it has been largely replaced by "visit our web site."

There are other ways to provide free information. Think of an investment firm that offers a free book on retirement or other relevant topics.

7. Free service (analysis, consultation, etc.). Real estate agents frequently offer free, no-obligation listing evaluations. Can one of your advertisers provide something similar?

8. Free training. When I was in the tenth grade, I saved up for a long time to buy a used guitar. The store won my business, because: (1) the guitar was a real beauty and (2) they offered three free lessons with the purchase.

9. Free installation. Free assembly or installation can be a big selling point. Several years ago, I was on the verge of buying a chair from an office supply store. But when I learned they had a \$25 assembly fee – even for the chair I wanted, which was already assembled – I went somewhere else.

10. Free delivery. Take a hint from online sellers who sometimes provide free shipping. They know the persuasiveness of no-cost delivery. A local brick-and-mortar advertiser can attract attention with a phrase like: "Can't pick it up? We'll deliver it to you for free."

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

Help Wanted

Editor - Cleveland, TN

The 167-year-old Cleveland (TN) Daily Banner seeks a proven Editor with a passion for local news and a desire to grow audience engagement through all digital platforms. Both long-standing associate editors are retiring within months, opening the door for an Editor who wants to put their stamp on an award-winning newspaper and staff.

The successful applicant understands the importance of community journalism and is committed to hiring, training and coaching an experienced and skilled staff. The Editor directs creation of quick, fair and accurate breaking news as well as deep and compelling enterprise reporting. They also lead the staff to implement local initiatives in areas including video, audio, social media and audience development.

The Editor also manages the editorial board and helps to produce at least two local editorials each week. And the Editor works closely with the Publisher on budget and community issues.

The Cleveland Daily Banner is a digital-first newspaper, publishing content online daily, then packaging that content into three print issues weekly – Sunday morning, and Wednesday and Friday afternoon.

Cleveland, Tennessee, is an outdoors enthusiast's playground, located in the Ocoee region at the foothills of the Great Smoky Mountains. It is home to Lee University and Cleveland State Community College.

Cleveland is conveniently located just 30 miles north of Chattanooga on I-75. Regionally, Cleveland is located an hour south of Knoxville, 2.5 hours east of Nashville, and 2.5 hours north of Atlanta.

The successful candidate will receive a competitive compensation package, including a salary commensurate of experience, and options for medical and dental benefits and a 401(k) program.

To apply, send cover letter to include salary expectation, resume and three professional references to Publisher Jack McNeely at jack.mcneely@clevelandbanner.com.

The Cleveland Daily Banner is an equal opportunity employer.

Senior Reporter - Anniston, AL

The Anniston Star seeks a senior 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 reporter who feels comfortable breaking news and producing quality enterprise.

Applicants should have a degree in journalism, communications or a similar field. Recent graduates will be considered, but this job might be best suited for candidates looking who've been in the business for at least five years.

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."

Please send your 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. The salary is negotiable, based on experience.

Press Operator- Florence, AL

The TimesDaily is seeking a printing press operator to join our northwestern Alabama printing facility. Hands-on experience with a Goss Urbanite or DGM 850 is a plus, but not required. Qualified candidates will be available to work nights, weekends. For more information on this position click [HERE](#) or visit the Help Wanted section of the APA website.

General Assignment Reporter - Athens, AL

The Athens News-Courier, a daily newspaper located in one of Alabama's fastest growing counties, is seeking a general assignment reporter.

They're looking for a reporter who is curious about people and places, can tell a good story and write clean copy, as well as take photos. Please send your resume and cover letter to Amy Henderson, Editor, The Cullman Times, at ahenderson@cullmantimes.com.

Reporter - Fort Payne, AL

Times-Journal is seeking an individual who has a heart for our community. If you desire to use your words to help inform others, we would like to hear from you.

The qualified candidate will have a working knowledge of Word, and be able to cover stories when they happen. We offer a competitive wage and benefit package including 401K, BC/BS Insurance, Sick Days and more. If you are ready to start your career as a writer with Times-Journal, send your resume to publisher Steven Stiefel at: steven.stiefel@times-journal.com.

Sales - Clanton, AL

Clanton Newspapers, Inc., producers of the ClantonAdvertiser.com, The Clanton Advertiser, North Chilton Advertiser, Peach Living and related digital products, has an immediate need for a Business Growth Strategist to fill a sales position in an established territory. This position will have a strong focus on prospecting and new business development.

- Meet with local business owners and decision-makers to uncover and understand their business needs and goals so that you can advise clients on our comprehensive product mix including print, digital, search, video and mobile solutions
- Work with colleagues to design custom advertising and marketing solutions that fit your clients' needs

For this position we're looking for candidates with:

- Bachelor's degree or a combination of education with related experience
- Proven success of increasing sales in a competitive marketplace, using a needs-based selling approach
- Experience in digital advertising would give you a head start

We offer competitive pay that is a mix of salary, commission and bonuses. We also offer a comprehensive benefits package including generous paid time off, 401k, and options for your healthcare. Applicants should email a résumé, cover letter and earnings expectations to careers@clantonadvertiser.com. No phone calls, faxes or walk-ins, please. Qualified applicants will be contacted directly for interviews

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



For more information on the above listed positions and others [CLICK HERE](#) to view the APA Help Wanted page - updated frequently.

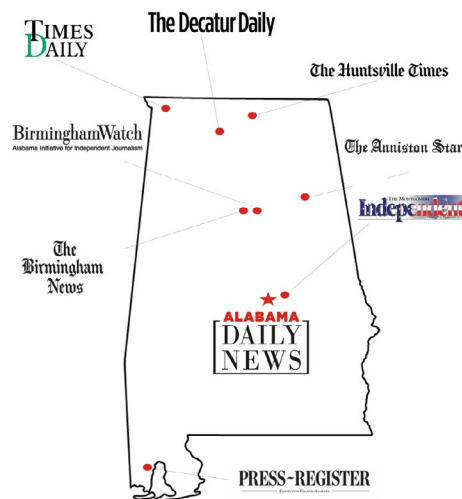
ALABAMA DAILY NEWS

Editors & Publishers:

Do you miss the days of having a reporter dedicated to state government and political coverage? Do you want to run regular stories about what’s happening in the Legislature and the greater political landscape with a localized angle?

If the answers are yes, your newspaper needs to subscribe to the **Capitol News Service** from **Alabama Daily News**. Now in its fourth year, the Alabama Daily News team of **Todd Stacy**, **Caroline Beck** and **Mary Sell** provides timely, meaningful news for readers at an affordable price for publishers. The service is not meant to compete with the Associated Press, but rather to complement and supplement its coverage for outlets that subscribe to both.

Eight newspapers statewide currently subscribe to ADN’s Capitol News Service:



CONTENT OFFERINGS

- At least three daily stories each week on activity from the House, Senate, committees, Governor’s Office, executive agencies, Congress or campaigns;
- If needed, stories can be localized with quotes from legislators in the subscribing paper’s area, along with other relevant information (how they voted, etc.);
- A weekly enterprise story from going deeper into topical issues;
- Photos from the State Capitol and State House.

For story samples & rates contact Publisher Todd Stacy at todd@aldailynews.com or 202-815-3863.

www.ALDailyNews.com



**135th NNAF Annual
Convention & Trade Show 2021**
Jacksonville, Florida • September 30 - October 2

We were
local
before local was cool

**Solve challenging
business
issues while
kicking back with
new & longtime
friends in sunny
Jacksonville,
Florida, this fall**



**GA/AL/FL
nonmembers
may attend for
the NNA member
rate!**



Visit NNAFoundation.org/convention for details. Registration opening March