

Alabama Publisher



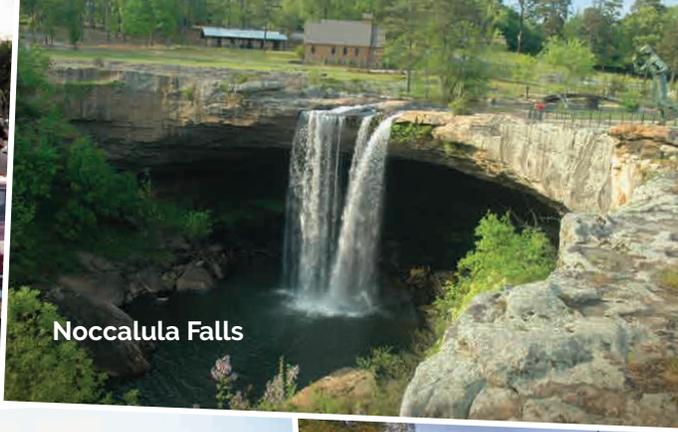
Summer 2022

Volume 75, Number 2

First Fridays
Downtown Gadsden



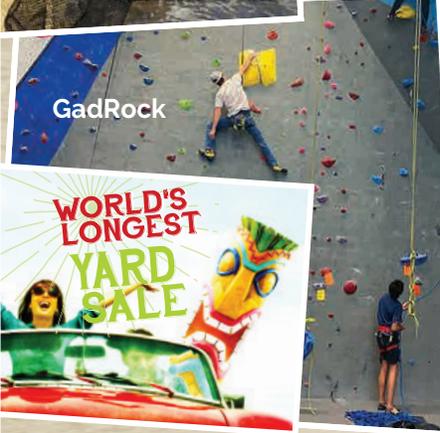
Fly fishing in
Black Creek



Nocalula Falls



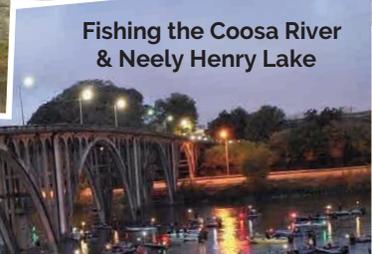
Hiking & Biking the
Black Creek - Trails



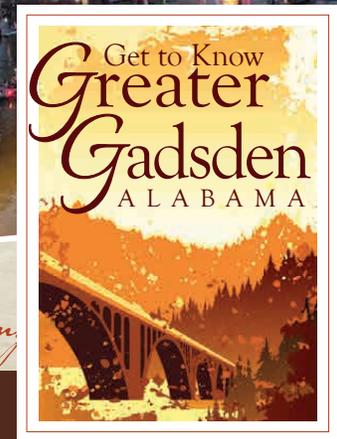
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Welcome!

It is with great excitement and anticipation that we join together for the Alabama Press Association's 2022 Summer Convention!

Whether this is your first time to join us or you've been attending our conventions for decades, we want to welcome you with open arms and invite you to take part in all that this event has to offer.

We encourage you to take advantage of the informative programs, gain valuable knowledge from our panel of speakers, and join us as we applaud those whose work has gained recognition in our annual Media Awards.

And while you're here in this beautiful setting, take time to stick your toes in the Alabama Gulf Coast sand, splash in the salty water, and enjoy some great food.

Above all, take time to get to know your peers who share with you the joys and frustrations, successes and struggles, triumphs and challenges in this industry to which we have dedicated so much of our lives.

We hold this convention each year for just that reason – because we believe that **TOGETHER** we are better.

Again, we welcome you to our 2022 summer convention. We are excited that you chose to spend this time with us, and when all is said and done and we adjourn again for another year, we know you will be glad you came!



Dee Ann Campbell
President, Alabama Press Association



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Cover Photo: Little River Canyon Falls Park
by Bill Wilson, *The Anniston Star*

Speakers & Programs | Friday



Robert Williams



Dennis Bailey



J. Evans Bailey

Robert Williams

Robert M. Williams, Jr. of Blackshear, Ga., is retired as publisher of the SouthFire Newspapers Group. He has owned nine newspapers in Georgia and Florida. He is still a co-owner of the Monroe County Reporter in Forsyth, Ga., a 5,000 circulation weekly.

He now is a consultant with the National Newspaper Association and writes a twice-monthly column featuring great advertising ideas from America's leading newspapers. His column is emailed to publishers and ad directors at more than 2,000 NNA member newspapers across the country and featured regularly in Publishers Auxiliary.

Williams won more than 350 state and national awards for journalistic excellence as editor in Blackshear. He retired in July, 2019 after 50 years in community newspapers. He is a past recipient of the National Newspaper Association's James O. Amos Award.

He is among 58 journalists from around the nation chosen for the inaugural class of The Grady Fellowship, an honor given by the Henry W. Grady College of Journalism and Mass

Communication at the University of Georgia. He was also honored as the 2013 Citizen of the Year in Blackshear.

He is one of a handful of weekly newspaper editors named to "Who's Who in Georgia Media" by Georgia Trend Magazine.

Williams has also been vice president of a community bank, working in economic development. He and his wife, Cheryl, have five children and six grandchildren.

Dennis Bailey

A former newspaper reporter, cartoonist and magazine editor, Dennis Bailey has been involved in media law since 1980, particularly matters involving First Amendment rights and open government. He has served as general counsel for the Alabama Press Association since 1984, and supervises APA's media hotline for member newspapers.

After serving as a federal law clerk in the Middle District of Alabama for one year, Mr. Bailey began practicing law with Rushton, Stakely, Johnston and Garrett in 1980, and has been a shareholder since 1983.

Building upon a strong background of product liability and insurance defense, Bailey's

practice has evolved into handling a variety of complex litigation directly for clients who are either self-insured or have control over the selection of defense counsel.

He works closely with corporate counsel and is therefore familiar with corporate litigation guidelines, reporting, and budgeting requirements. He has managed and argued complex litigation for corporate manufacturing, insurance, and financial services clients as pro hac vice counsel in federal or state cases in multiple states. He has also represented clients in construction arbitration proceedings and has served as an arbitrator.

While attending Auburn University, Bailey was a scholarship baseball player and was a member of the student newspaper staff. He made the Academic Baseball Team in 1975 and was named to the Outstanding College Athletes of America.

Bailey and his wife, Stacia, have three children and three grandchildren.

Evans Bailey

Evans Bailey joined Rushton, Stakely, Johnston and Garrett in 2008, and became a shareholder in 2016. His practice

Speakers & Programs | Friday

Evans Bailey continued

is devoted to civil litigation with a focus on commercial litigation, insurance defense, professional liability, collections, construction law, media law, and appellate practice.

He has experience handling a variety of matters in all state trial and civil appellate courts, federal district court, bankruptcy court, and the 11th Circuit Court

of Appeals. He has represented newspapers, television studios, podcast producers, builders, banks, lawyers, small businesses, insurance companies, cooperatives, and manufacturers of products large and small.

Bailey enjoys the diversity of his practice and the unique challenges of each case.

Evans Bailey is a member of the Alabama and Montgomery

County Bar Associations, the Federal Bar Association, ADLA, DRI, the state Volunteer Lawyers Program, the Pro Se Litigant Assistant Program for the Middle District of Alabama, and the Alabama State Bar's Character and Fitness Committee. He is also a member of RSJG's Recruitment and Diversity Committees.

Bailey and his wife, Casey, have three children.

Notes

Taylor named director of the Hall School of Journalism and Communication at Troy



Dr. Robbyn Taylor

Dr. Robbyn Taylor has been tapped as the new director of the Hall School of Journalism and Communication at Troy University. Her appointment was effective June 1, 2022. She will fill the position left vacant by former Director Dr. Jeff Spurlock, who held the title from 2014 until Aug. 2021.

Taylor currently serves Troy University as student publications adviser and lecturer in the University's Strategic Communication master's program, in the Ph.D. in Global Leadership program and in various undergraduate courses.

"Dr. Taylor brings solid academic credentials and a wealth of practical experience to her new role as director," said Dr. Larry Blocher, Dean of the College of Communication and Fine Arts. "We are excited about the leadership she will provide for a well-respected team of journalism professionals."

Taylor earned both her bachelor's degree in broadcast journalism and master's degree in strategic communication from Troy and completed her Ph.D. in communication at Regent University. She specializes in mobile journalism and multimedia journalism techniques and also works with the department's broadcast, advertising and pub-

lic relations students.

"As a Troy graduate who has worked in all areas of communication offered in the HSJC, including journalism, advertising and public relations, I know what a Troy degree can mean for our students' careers," Taylor said. "I am looking forward to continuing our work ensuring our graduates' success in their industries."

Before joining the staff of the Hall School, Taylor worked as a photojournalist at WSFA in Montgomery, a reporter at WNCN in Montgomery, a reporter, mobile journalist, columnist and editor for Freedom Communications in Northwest Florida (The Destin Log, The Northwest Florida Daily News and The Crestview News Bulletin), an international spokesperson and media coordinator for People for the Ethical Treatment of Animals in Washington, D.C. and as managing editor of The Messenger in Troy.

Taylor has garnered awards for her journalism writing both in Florida and Alabama and has won top paper awards from divisions in the Southern States Communication Association, the National Communication Association and the Religious Com-

munication Association. She is currently immediate past chair and nominating representative of the Political Communication Division of the Southern States Communication Association, the president-elect of the Southeast Journalism Conference and on the editorial board of Artifact Analysis.

Taylor attended Troy with her husband of almost 10 years, Aaron Taylor, Troy Television production coordinator. They have a son, Brooks, who has made many friends at the university over the years.

"I am honored Troy University has placed its confidence in me to help shape the vision of the Hall School," Taylor said. "We have a long history of training ethical and trustworthy journalists and strategic communicators at Troy, and I am excited to continue that tradition while updating our programs to include even more technology and industry standards."



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APA JF Board Members and ASU Students and Faculty

APA Journalism Foundation board visits ASU in April



The APA Journalism Foundation board visited the campus of Alabama State University in Montgomery for the first time in ten years for the spring meeting.

President Jeff Martin, publisher of The Montgomery Independent, welcomed board members as they gathered to interact with students studying journalism and mass communications. The group's host for the day was Dr. Ivon Alcime, interim chair and associate professor of communications.

After class, the board held a business meeting where they approved \$22,200 in grant applications from

Troy University, University of Alabama, Auburn University in Montgomery and Jacksonville State University. They also approved four summer internships to APA member newspapers.

Board members joined faculty and students for lunch in the faculty dining room before dismissing for the day.

Board members attending includ-

ed Gary Maitland, TimesDaily in Florence; Barnett Wright, The Birmingham Times; Ashley Trice, The Lagniappe in Mobile; Michelle Key, The Observer in Opelika; Jennifer Rash, The Alabama Baptist; Vince Johnson, Gulf Coast Media; Bobby Rice, The Messenger in Troy; and Jonathan Stinson, The Redstone Rocket in Huntsville.

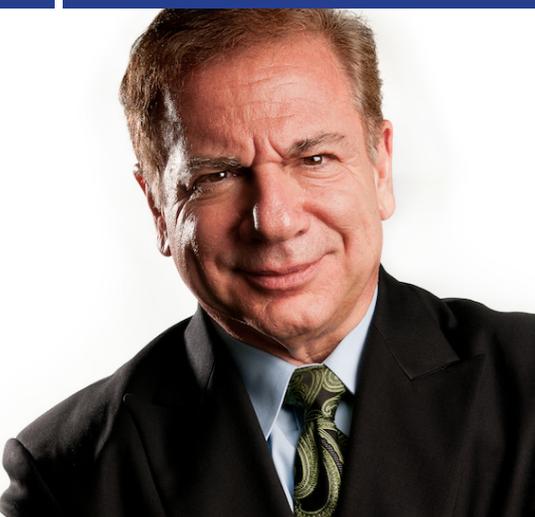
Mike Blinder: Stop Overthinking and Just Do It!

Mike Blinder is the publisher of Editor & Publisher Magazine (E&P) and CEO (Chief Evangelist Officer) of its parent company, The Curated Experiences Group. E&P has served as the authoritative voice of the

for over 50,000 local business leaders on how to work effectively with local news media companies to achieve maximum results. And, through his company's revenue generation programs, he and his team of multimedia advertising sales trainers helped generate over 100 million dollars in new sales, for local media companies all over North America and around the world.

Mike has won numerous media awards, is past president and board member for several media/marketing associations and has been a sought-after speaker at conferences worldwide. He lives in Tampa Bay, Florida, with his wife and business partner, Robin and daughter, Haven.

is profit for publications when we focus on what we do best. Mike Blinder is a sales street fighter who has generated more than \$100 million in multimedia ad sales for newspapers all over North America. And just over 2-years ago he surprised the entire industry with his purchase of Editor & Publisher Magazine which even during a global pandemic, they now have tripled audience and revenue. Mike will dissect the latest research and data showing that we are still a great industry, with great products and a great future ahead. As long as we keep our eye on the ball!

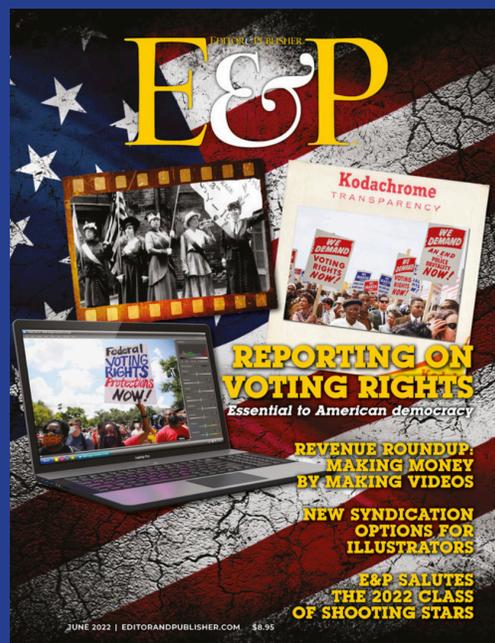


Mike Blinder

news publishing industry for over 140 years. He is also the author of "Survival Selling," a popular (media-based) B2B (business-to-business) sales guide. Before taking over E&P, Mike spent 20 years as founding manager of The Blinder Group where he personally trained over 10,000 media sales people to adapt to digital revenue concepts and solutions, and he conducted workshops

Stop Overthinking and Just Do It

There is no question that digital disruption is affecting our audience and profits. However, are we living a self-fulfilling prophecy by moving our focus away from leveraging our editorial assets as a core revenue source? There



Speakers & Programs | Saturday



Sen. Greg Albritton



Rep. Nathaniel Ledbetter



Vince Johnson



Alva Lambert

Sen. Greg Albritton

Sen. Greg Albritton was elected to the Alabama Senate in 2014 and again in 2018. He is the chairman of the Senate Finance and Taxation General Fund Committee. He previously served in the Alabama House of Representatives from 2002-2006.

Sen. Albritton is a graduate of Jones School of Law.

He and his wife Deborah are members of The Church of Jesus Christ of Latter-Day Saints. They have six children and 18 grandchildren.

Rep. Nathaniel Ledbetter

State Rep. Nathaniel Ledbetter of Rainsville, who is serving his second term in the Alabama Legislature, currently holds the office of House Majority Leader and heads the body's 77-member Republican Caucus.

He was the first freshman representative to be elected as House Majority Leader.

Ledbetter is vice chair of the House Internal Affairs Committee and holds seats on the agenda-setting Rules Committee, the Ways and Means Education Committee, and the Commerce and Small Business Committee.

He also serves as an ex-officio member of the powerful and influential Legislative Council, which is comprised of leaders from the House and Senate and directs most operations of the Alabama Legislature.

Ledbetter was recently elected Chair of the Southern Legislative Conference's Economic Development, Transportation and Cultural Affairs Committee at its annual meeting.

Prior to his legislative service, Ledbetter served as mayor of Rainsville and was elected to three terms on the city council.

He is married to the former Teresa Wilks. He and his wife have two adult sons and four grandchildren. They are members of Broadway Baptist Church.

Vince Johnson

Johnson moved to Gulf Coast Media last year from The Sumter Item in Sumter, S.C. Prior to Sumter, Johnson was publisher of the Forsyth County News just north of Atlanta, Ga., where his team won the 2016 Mega Innovation Award for newspapers.

He is a graduate of Samford University and has also worked at newspapers in south Georgia and California, leading digital development.

Johnson has lifelong ties to Baldwin County. His parents, Bill and Cheryl Johnson, have lived in Foley for nearly 20 years, and his brother, Gaines, graduated from Gulf Shores High School before beginning his professional career.

Johnson is married to Brooke Johnson, a real estate agent with RE/MAX of Gulf Shores.

Alva Lambert

Lambert grew up in Dothan, and attended the University of Alabama and Jones School of Law. He served five governors over a 21-year career as the executive director of the State Health Planning and Development Agency (SHPDA), where he regulated all hospitals in Alabama and oversaw Certificate of Need applications.

After his retirement from the state last December, he now works for Bernhard Energy as Director of Business Development in the company's Montgomery office.

What started with impersonating teachers for other classmates in his teens led to a level of notoriety that connected Lambert with some of Alabama's greatest power brokers. It was a path he could have never imagined. He impersonates Alabama politicians, sports figures and more.

ALABAMA POWER VALUES THE VOICE YOU GIVE OUR COMMUNITIES.

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study gives high marks to newspaper ads

The authoritative Nielsen Co. granted The Relevance Project permission to share a key section from the audience-measurement leader's 2021 Trust in Advertising Study. And it's great news.

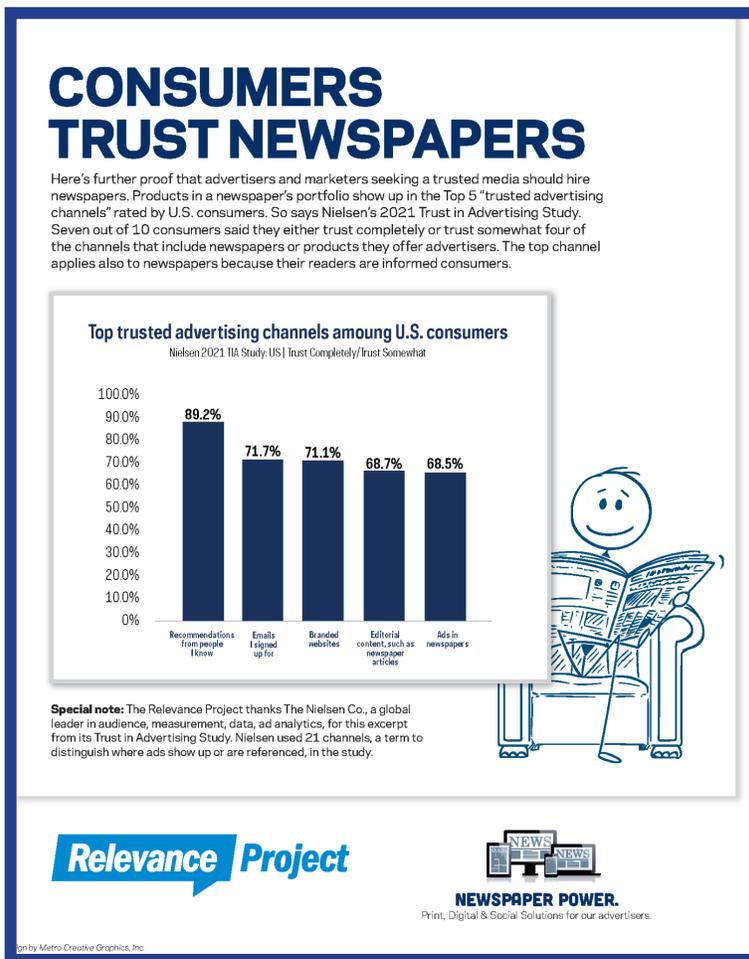
Nielsen confirms once again that U.S. consumers trust ads in newspapers, which ranked among the Top 5 channels. You could make the case that other products often found in a newspaper's portfolio were rated even higher.

Here's proof that advertisers and marketers seeking a trusted media should hire newspapers:

Products in a newspaper's portfolio show up in the Top 5 "trusted advertising channels" rated by U.S. customers.

Seven out of 10 consumers said they either trust completely or trust somewhat these four channels, a term Nielsen uses to distinguish where ads show up or are referenced:

- Ads in newspapers (No. 5 at 68.5%). Editorial content, such as newspaper articles (No. 4 at 68.7%); a nice endorsement for branded or sponsored content.
- Branded websites (No. 3 at 71.1%), which certainly includes newspapers.



· Emails "I signed up for" (No. 2 at 71.7%), a tout to newspapers offering e-newsletters and marketing emails sent to newspaper readers.

· And the No. 1 channel: "Recommendations from people I know" (89.2%). What better trusted source than newspaper readers who are informed consumers.

Nielsen, which describes itself as a global leader in audience, measurement, data and analytics, also included a tip that is perfect for local news ad-

vertising reps on how best to use this data. "Choosing channels that increase the likelihood of building trust with consumers carries even more weight for certain categories and industries," Nielsen stated. "Consumers trust political, pharmaceutical and financial services advertising the least, which means advertisers in these areas should choose marketing channels that are most likely to elicit consumer trust."

Add to this a recent testimonial from the Alabama Department of Public Health on ads placed through the Alabama Newspaper Advertising Service:

"Great to see 25 names added to the Nurse-Hourly register this week. Running ads in local newspapers statewide appears to have been beneficial," wrote Wellness Division Director Carol Mysinger from ADPH.

"The Department of Health was trying to recruit one of the toughest – if not the toughest - employment categories existing today," said ANAS Advertising Director Brad English. "For them to land twenty-five nurses the first week of the ad schedule speaks volumes of the punch printed newspapers still have."

What you need to know about changes to **Alabama's Open Meetings Act**

In the 2022 Regular Session of the Alabama Legislature, changes were made to the Open Meetings Act to allow more flexibility for governmental bodies who want to allow members to participate virtually.

The bill was sponsored by Sen. Arthur Orr from Decatur and Sen. Jimmy Holley from Elba. The House sponsor was Rep. Prince Chestnut of Selma.

"It is not a one-size-fits-all change, and different rules apply for local bodies and those with statewide jurisdiction," said APA Governmental Affairs Director Brad English. "These changes will allow maximum public access while using technology to give public bodies flexibility when needed."

Governmental bodies comprised of members from two or more counties may allow members to participate in a meeting by means of telephone conference, video conference, or other similar communications equipment as long as it allows all persons participating in the meetings to hear each other at the same time.

Participation by these electronic means constitutes presence in person, provided there is at least a majority of a quorum or three members, whichever is less, present at a physical location. The meeting must be properly noticed and must allow members of the public to access the meeting and be able to hear all participating

members.

For local governmental bodies and their subdivisions, there must be a quorum present in a physical location. Members may be allowed to participate virtually only due to illness.

At least 45 days before the first meeting using this new electronic means, local bodies must establish their own meeting policies and what communication equipment will be used, including how the public will have access to the meeting. Any vote taken during a meeting where a member is participating virtually must be conducted with a roll call vote where each vote can be heard by all members and the public.

As before, the ability to meet virtually under any circumstances does not apply to the following bodies:

- The Board of Pardons and Parol
- The Public Service Commissi
- Legislative Committees while the Legislature is in session
- The Alabama Ethics Commission
- A governing board taking action under the Students First Act of 2011
- Any state board or agency acting in any quasi-judicial capacity involving employment actions or the adoption of rules pursuant to statutory authority
- Any state board, agency, or other governmental body conducting a hearing which could result in loss

"These new provisions will make it easier for our newspapers to cover boards of statewide jurisdiction. It will cut down on the need for travel and allow reporters to cover more meetings of interest to their readers."

of license or professional censure.

"These new provisions will make it easier for our newspapers to cover boards of statewide jurisdiction," said APA Executive Director Felicia Mason. "It will cut down on the need for travel and allow reporters to cover more meetings of interest to their readers."

APA attorneys Dennis Bailey and Evans Bailey, who worked with the APA lobbying team in drafting this new amendment, will be conducting a session on Friday afternoon during the 2022 Summer Convention to answer your questions on these changes and on the new law regarding the release of 911 transcripts.

I FOUND MY SOMETHING AT UWA.

- MARK JOSEPH
UWA CLASS OF 2020



STUDENTS LIKE MARK JOSEPH JOHNSON

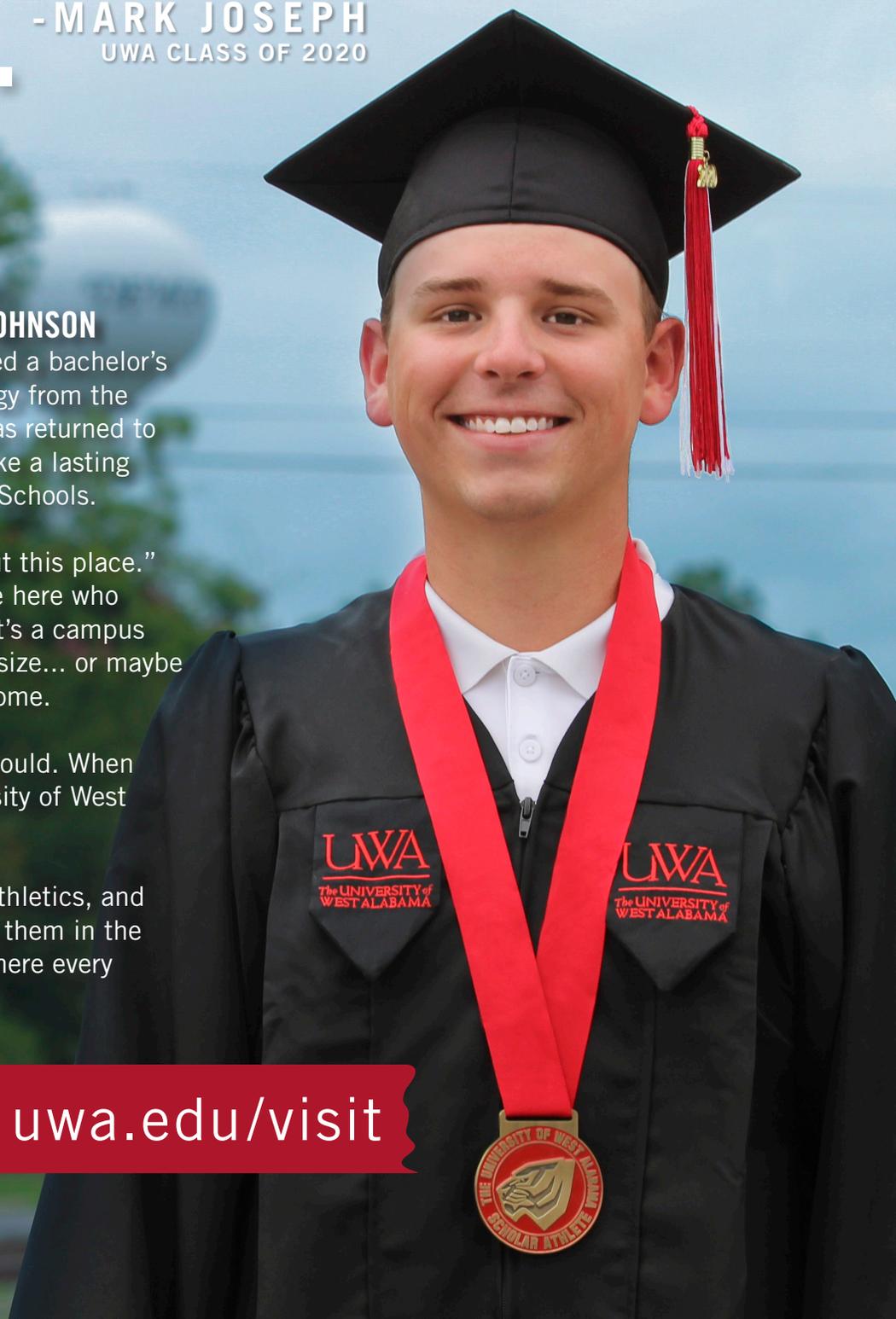
could succeed anywhere. He earned a bachelor's degree in cell and molecular biology from the University of West Alabama and has returned to his hometown of Demopolis to make a lasting positive impact at Demopolis City Schools.

They say, "There's something about this place." Maybe it's the charm of the people here who become lifelong friends... maybe it's a campus and classes that are *just* the right size... or maybe it's because this place feels like home.

If we could put it into words, we would. When students take a tour of the University of West Alabama, they feel it.

From greek life to championship athletics, and a world-class education that lands them in the careers of their dreams, UWA is where every student can find their *something*.

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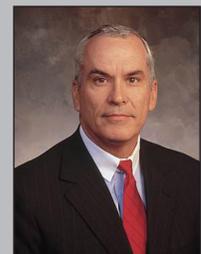
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Evans Bailey



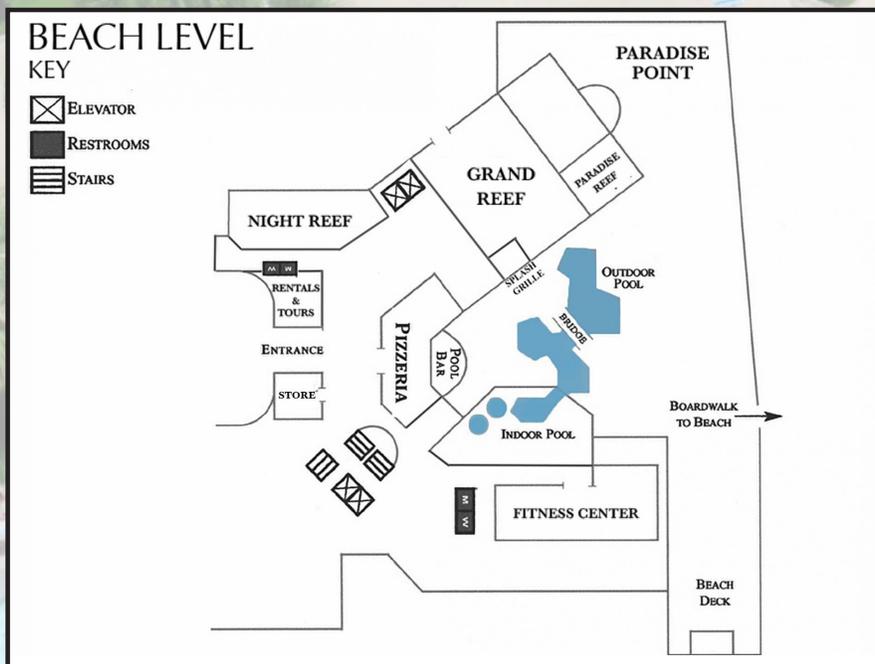
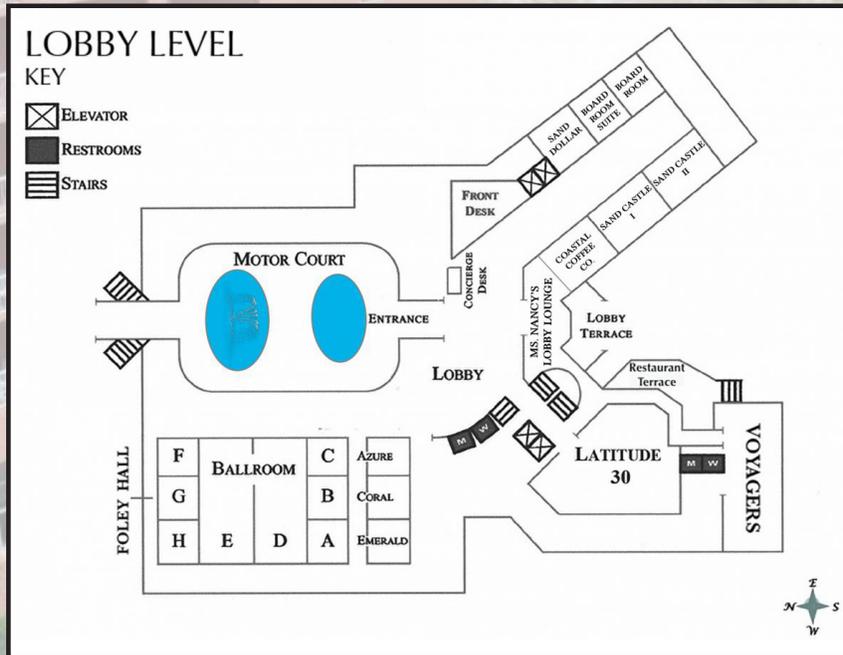
Dennis Bailey

Dennis R. Bailey
General Counsel
Alabama Press Association
Montgomery, Alabama
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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.

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2022 APA Summer Convention | June 23-25

Friday | June 24

10:30 a.m. - 1 p.m.	APA/ANAS Board Meeting/Lunch	
12:30 - 6 p.m.	Registration Desk open	
1:30 - 2:30 p.m.	Journalism Foundation Board Meeting	
3 - 4 p.m.	Ideas to Create More Revenue <i>Robert Williams, National Newspaper Association Director of Creative Services</i>	
4 - 5 p.m.	Ask the Attorneys with APA Legal Counsel <i>Dennis Bailey and Evans Bailey</i>	
6:30 - 8 p.m.	Opening Reception <i>sponsored by Alabama Power</i>	Beach Deck
	Dinner on your own	

Saturday | June 25

8:30 - 9:30 a.m.	Bright Ideas Breakfast: hear ideas for generating reader engagement and new advertising revenue <i>Vince Johnson, Gulf Coast Media</i> <i>sponsored by Blue Cross Blue Shield of Alabama</i>	Sand Dollar
9:30 - 11 a.m.	Stop Overthinking & Just Do It! <i>Mike Blinder, owner and publisher, Editor & Publisher magazine</i>	
11 - noon	What's next in the Alabama Legislature <i>Sen. Greg Albritton</i> <i>Rep. Nathaniel Ledbetter</i>	
12 noon - 1 p.m.	Luncheon featuring <i>Alva Lambert, Impersonator</i> <i>- Alabama political figures and more</i>	
5 - 6 p.m.	Resolutions Committee	Sand Dollar
6 - 7 p.m.	APA Media Awards Reception	Salon D
7 - 9:30 p.m.	AMA Awards Banquet	Salon DEF

