

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

AUGUST 2022

Important Dates

Online Media Campus

[“Getting Started with Digital Sales”](#)

Live Webinar

August 18 @ 1 p.m. (CDT)

[“Navigating Sports Chaos”](#)

Live Webinar

August 19 @ 1 p.m. (CDT)

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Plan now to recognize first responders

A key question: What's next?

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Clarke County Democrat publisher donates newspapers

Jim Cox, publisher and editor of The Clarke County Democrat, has donated copies of the newspaper from 1860 through 2000 to the Clarke County Historical Society.

The collection will remain in the newspaper office for now, but will eventually be transferred to the museum.

Newspapers keep bound volumes of every edition published. Fortunately, The Democrat has not experienced natural disasters such as fire, flood or tornado that have destroyed these treasures for some newspapers across the state.

In a column Cox wrote about the donation, he said he wanted to be sure the history recorded in The Democrat's 166-year history would be preserved.

Cox says The Democrat "has recorded the history of this county, region and state — Civil War (although the name was changed to The Journal during the war), Reconstruction, and the changes of the 20th century, World War I, the Great Depression, World War II, the Korean and Vietnam conflicts and the other turmoil of



Photo by Mitchell Stabler: Kerry Dunaway, director of the Clarke County Historical Museum, and Jim Cox, editor and publisher of The Clarke County Democrat.

recent years, the Civil Rights struggles and other big changes of the 1960s and '70s, and then the advent of another new century."

And like all community newspapers, he says, "We've recorded a multitude of births, deaths, other family news, local businesses, schools and sports news and so much more. We have truly been — and are — a mirror for the community."

This year marks Cox's 38th year as owner/publisher of The Clarke County Democrat, and his 45th year in journalism.

JSU hosts mental health and digital skills workshop

Jacksonville State University recently hosted a day-long workshop focusing on mental health and digital skills for journalists. The event was supported by a grant from the Alabama Press Association Journalism Foundation. There was no charge to attend, and travel costs for attendees was reimbursed.

Programs included Occupational Health of Journalists, Journalists and Online Harassment, Assessing and Practicing Self-Care, Using Social Media to Establish Professional Brand and Tips on Producing Digital Video.

All APA members were invited to attend as well as broadcast journalists from across the state.

APA Member Services Coordinator Jaclyn Langan attended the event. "It was a well organized program focusing on solutions to problems our members are facing every day. Through discussion, presentations, hands-on activity and fellowship, delegates were



given strategies they can implement to help cope with the stress and trauma that those in the media deal with specifically...I have to add that the snacks and lunch were wonderful also!"

They plan to offer a similar program again this winter. Stay tuned for more information.

Southeast Sun in Enterprise says farewell

The Southeast Sun in Enterprise, one of APA's most frequent AMA winners in their division, published its last edition on June 8, 2022. The publication was founded by Howard Quattlebaum in 1982. His children, Caroline and Russell took over the operation in 2004 when Howard passed away.

Below is a column written by Caroline Quattlebaum announcing the closing.



by Caroline Quattlebaum

I knew at some time in my lifetime I would probably have to write this column, but I really expected it to be under different circumstances. Today's paper will officially be the last published by our family.

The COVID pandemic finally claimed another victim, your local newspaper. For those who don't know, advertising is the lifeblood of newspapers like ours and when the economy was shut down and the supply lines were devastated, it took a toll on our advertisers and their ability to run ads with us. In addition, we have been unable to replace employees who have left, and we can't continue under the current conditions.

The Southeast Sun was born on a Thursday in May 1982 and followed by her sister paper, the Daleville Sun-Courier, on Wednesday, Aug. 13, 1986. My father, Howard Quattlebaum, had a vision to provide local news to the area in a way that was sorely lacking at the time, thus The Sun was given birth. He passed away in 2004 and left the reins to my brother Russell and me to carry on. It's been a wild ride with lots of ups and downs, laughter and tears, and excitement at being the first media source to break a big story.

I will never forget the feeling of awe and pride that first Thursday we published, riding along city streets and seeing those orange bags laying in driveways and on lawns as our very first edition was complete and ready for our readers to devour and be informed of the goings on in our coverage area. Less than a year later, we switched to Wednesday delivery at the request of our advertisers.

Over the years we've made some wonderful friends, especially among

those local merchants who chose to advertise their business in our newspapers so we could provide you, the reader, with local news every week.

You see, publishing the news is not just a job. It's building a relationship with your community. City hall, schools, commissions, sports, feature stories, obituaries, Fort Rucker, civic clubs, school boards, politics, you name it, we've covered it all. And what fun and how interesting it has been. Getting to know the local mayors, councilmen, superintendents, teachers, students, coaches, players, veterans, business people and everyone in between, it's been a pleasure.

"You see, publishing the news is not just a job. It's building a relationship with your community. City hall, schools, commissions, sports, feature stories, obituaries, Fort Rucker, civic clubs, school boards, politics, you name it, we've covered it all."

But more than that, it's been an honor and a privilege to be the news source for our communities. You think you can find out what's happening on social media, but more times than not, what you read is wrong. That's one thing we've always prided ourselves on, making sure what is written is verified and accurate. As my ace reporter Michelle Mann says, "If my mother tells me she loves me, I need two sources to verify that!" Since we have no one to hand the mantle of news off to, welcome to fake news in our coverage area. Believe about half of what you'll read on Facebook.

We've had some wonderful journalists come through our

newsroom and "super" sales people in our advertising department. I'll put our graphic designers up against anyone, and circulation managers who tried to make sure the papers were out on time despite press delays, terrible weather or being shorthanded. Everyone from the front door to the loading dock had a job to do to make this process run smoothly, and they've all done it well.

I'll miss being on the sidelines shooting photos, taping city council meetings, basically doing whatever needed to be done when my reporters needed help. I'll miss working with some awesome employees who have become family, albeit my work family. I love each and every one of them.

I want to give special thanks to Michelle Mann, Debbie Mock, Slayton Shaw, Bill Herrin, Denese Dixon and Angie Mock for hanging in there with us until the end. We're all exhausted from trying to do more than one job each, and we couldn't have asked for a better crew. A special salute to one of our carriers, Donnie Griswold. Donnie has been with us since September 1983 and has never missed a Wednesday making sure his customers received their paper. We couldn't have ever asked for a more loyal carrier.

But more importantly than anything, I wouldn't give anything for the time I've worked with my father and brother. This was a family business from the get-go, and we've tried to continue a family tradition in some aspect with our work family over the years. I've worked with Russell for 37 years now, and I wouldn't trade one day of it. He's not just my brother but also my business partner, and it goes without saying we would probably have never been as close or trusting of each other if we hadn't worked together all these years. God has blessed us richly over the past 40 plus years.

Thank you Enterprise, New Brockton and Daleville, for allowing us to tell your stories. Thank you to all the employees who've come through these doors to help us become the trusted news source in these communities. Thank you to the businesses who made it possible for us to publish these papers every week for over 40 years. And thank you Russell, for being my partner. We couldn't have done it without God's blessing or each other.

APA Past President Jim Oakley focus of Flowers column

The following is the latest column from Steve Flowers.

A legend in Alabama newspaper, educational, and political lore, Jim Oakley of Centreville, turned 87 last month.

Jim is known statewide as the legendary owner, publisher, and editor of The Centreville Press newspaper. However, he has also been intertwined with Alabama politics for over six decades. If you only counted Jim Oakley, Jr.'s service to his city, Centreville, and his county, Bibb, he would be an icon. In addition, when you add his 33 years as an assistant dean and head of placement services at the University of Alabama, it qualifies him in my book and a good many Alabamians minds, as one of our state's institutional legends.

“Jim Oakley has a lot of friends in Alabama.”

Jim Oakley grew up in the newspaper business. Around 1915, his grandfather bought two local papers and combined them into The Centreville Press. His father, Jim Oakley, Sr., eventually took over the paper having been groomed for the job. Jim, Jr. always planned to follow his father. He went to the University of Alabama and of course majored in journalism. He met and married his wife, Shirley Ann Naramore of Prattville, at the University, and after graduation he came back home to Centreville to run the family newspaper.

Governor Wallace appointed Oakley to the Alabama Commission of Higher Education (ACHE) where he served as chairman for 14 years. It was in this role when Kay Ivey was hired as executive director of ACHE. The person Kay Ivey looked to for help in her first campaign for state treasurer was Jim Oakley. He has been her go-to person for Bibb County for all her campaigns for treasurer, lieutenant governor and governor, including this last race this year.

Jim sold The Centreville Press in 1985, but continued to write his marvelous column. Less than two months later Joab Thomas, president of the University of Alabama and a longtime friend, called to ask Jim what he was planning on doing. Oakley replied, “I thought I would take up

fishing.” Thomas told him he had been thinking that if he could find someone who had worked in the real world, and really knew the newspaper business to come and teach students, it would be an asset to the journalism department.

That began a career at the University of Alabama that would last 33 years. He started off teaching journalism, then became the director of freshman orientation of all University of Alabama students and culminated with being

four years. Another young lady from Enterprise named Katie Boyd arrived that same day to move into Tutwiler. Jim took her under his wing the same way; she has just been elected as our next U.S. Senator. The first person she sought in Bibb County, when she began her race, was Jim Oakley. There are a thousand more stories like those of Katie and Allyson. Jim loved and cared for each of them like they were his own.

He has three children of his own,



Jim Oakley

head of placement services for the College of Communications. He helped hundreds of Alabama graduates find their first jobs in communications, TV, radio, digital and print media. Many are famous and most point to Jim Oakley as their mentor.

The post where he had the most impact was as director of freshman orientation. He greeted thousands of freshman students and made them feel at home. He welcomed each and every one of them as though he was their grandfather. He amazingly remembered them all by name and where they were from and their parents' names.

I will never forget the day I first met Jim. I knew who he was. He was legendary. He knew me from the legislature. I was taking my younger daughter to register and move into the famous Tutwiler dormitory. There was Jim waiting in the parking lot greeting every student. He gave me a warm handshake and hugged Allyson and made her feel at home. He looked after her like a grandfather for the next

Mike, Bill and Melanie Kay. His oldest son, Mike Oakley, is the Mayor of Centreville as was his grandfather Jim Oakley, Sr.

For over 60 years now, all candidates for major statewide offices have come to Bibb County to kiss the ring of Jim Oakley and cultivate his friendship and support. Oakley has been friends and confidantes to every governor, including George Wallace and Kay Ivey. He has been close friends with many of our U.S. Senators, especially Jim Allen and Richard Shelby. He has mentored and helped almost every state representative and state senator, who have represented Bibb County over the years. His current Bibb County Senator, April Weaver, is one of his favorites.

Jim Oakley has a lot of friends in Alabama.

Steve Flowers is a political columnist. His weekly column appears in over 60 Alabama newspapers. He served 16 years in the state legislature. Steve may be reached at www.stevflowers.us.

Sports editor and English teacher set Patterson on path to being a Publisher

By Carter Dewees, APAJF Intern

When DeWayne Patterson was growing up in Jackson County, he was torn: he aspired to either be a football coach or a reporter. Then he met Joey Bunch, who was then the sports editor for The Fort Payne Times-Journal. Patterson was inspired by Bunch's sports coverage and personality.

"I just thought he had the coolest job," Patterson said of Bunch. "He was the coolest dude I had ever met. And I knew that's what I wanted to do."

Patterson said his eighth grade English teacher required him to keep a journal. He credits the support and encouragement from his teacher as a key reason he fell in love with writing.

Now, Patterson is the publisher for the Jackson County Sentinel in Scottsboro. He's made a career out of a simple inspiration.

Patterson began his career covering football games in Rainsville. In 1990, he began writing for what was then The Daily Post. He has written general assignments and a variety of stories in the past, but his passion has always centered around sports. Jason Bowen, the sports editor for the Jackson County Sentinel, says he reaps the benefits of working with a publisher so passionate about sports.

"DeWayne doesn't view sports as just a section in the paper; he sees it as a vital part of our coverage of the community. He's really supportive," Bowen said.

Patterson took pride in his role as a writer in his early career, but he didn't necessarily envision himself as an editor or publisher.

"You can find someone who knows football or sports in general, and you can find someone who is a good writer," Patterson said. "But it's hard to find a good writer who knows sports."

Bowen affirmed that Patterson does not view his work as a collection of assignments and deadlines, but as a meaningful way to contribute to his community. According to Bowen, Patterson's success derives from his storytelling ability and his capacity to relate to people. And Patterson has enjoyed lots of success. He has won a number of writing awards during his career.

When former Alabama Gov. Don Siegelman was released from prison in 2017, Patterson was the first journalist to interview him. Patterson won "Best Feature Story" in the APA Media Awards for his writing on Siegelman and considers himself fortunate to have gotten an interview with the notorious former governor.

Patterson said Jackson County, located in the mountains of Northeast Alabama, has a small-town type of feel. He has spent most of his professional career there.

"Neighbors help neighbors. When there's a disaster, neighbors come and help. It's a beautiful part of the country and a beautiful part of the state. I couldn't imagine being anywhere else."

Speaking of the media environment as a whole, Patterson believes that the polarization of the country is a pressing issue.

"We hate too much now. It doesn't matter what side you're on – it's like

everything revolves around politics," Patterson said. "There's no middle ground. If I don't believe the way you believe, I'm supposed to hate your guts."

In Jackson County, Patterson is troubled with a lack of community engagement in local elections, and with several local elections being uncontested races. He notes that the problem is not unique to his home – it's a national issue. But Patterson has hope that local journalism can help fix some of the engagement problems plaguing the nation.

"I want to believe that journalism can fix or help. Our job is to let people know the issues, chronicle history, and be a sounding board for people," Patterson said.

Patterson says that Jackson County Christmas charities give him hope. He has faith that the willingness of the community to come together to help underserved children is a sign that people want to help and give back. Even in these polarized times, he sees people come together to care for one another and their community. Patterson became a sports editor, just like Joey Bunch once was. Then he became a managing editor. Now, he runs the newspaper. And, though his career has progressed beyond covering sports only, Patterson remains grounded in what made him want to write in the first place.

Carter Dewees is a student at Yale University, studying American Studies. He is a native of Birmingham and worked as an intern with the Alabama Press Association Journalism Foundation this summer.

Industry

Report for America seeks applications from local newsrooms to fund more journalists

Report for America has opened applications for news organizations interested in partnering to host emerging and experienced journalists in their newsrooms for up to three years, beginning next summer.

Report for America is a national service program that places talented journalists—corps members—into local newsrooms to report on under-covered issues and communities.

The application deadline is Oct. 3, and newsrooms will be publicly announced

in December. More information about how the program works can be found [HERE](#).

While all local news organizations are eligible to apply, Report for America is increasing its focus on supporting Black-owned and Latino-owned newsrooms and expanding its reach into rural areas where news holes can be huge. Prospective newsrooms must identify specific community coverage gaps, drawing attention to under-covered communities or issues.



Robinson finds a welcoming community as an intern in Alexander City

Editor's note: Larry Robinson, a student at Auburn University, participated in the APA Journalism Foundation Summer Internship Program with The Outlook in Alexander City. Here is his report.

My time at The Outlook has been filled with highly valued lessons on writing techniques, interacting with individuals in positions of power and regular community members, and overall newsroom experience that will, without a doubt, propel my career forward.



Larry Robinson

Through all my hard work, I also had a lot of fun being able to cover a multitude of events that I haven't had a chance to be involved with during my time as a student. The Outlook's heavy involvement with its general public gave me a chance to meet some of the faces that make central Alabama run, as I got to research story ideas and seek out comments for articles or investigate pieces.

I got to do a little bit of everything in the few months I was with the paper, including photographing 4th of July celebrations, a motorcycle charity bike ride, visiting and researching the Majestic Caverns and the Muscle Car Museum, and watching the beginning of fall football with the creation

of the annual Gridiron Guide.

One of the most fruitful parts of my internship was my heavy involvement in building the annual summer "Staycation" print special that highlighted interesting inexpensive and local attractions for families to enjoy as general living costs were so high at the start of summer. It was the first time I got to see my name under both pictures and articles, and it was such an awesome feeling to see all my work in hard copy for other people to enjoy as well.

Growing connections with people and a location that was foreign to me was an initial concern, but that concern was quickly alleviated by how accepting the general public was of a reporter with tattoos and long hair like me.

Instead of shying away from my camera and interviews, they gladly agreed to help spread the word about whatever news was occurring that day, and they did it with smiles on their faces, at that.

I really appreciated the willingness for others in the paper to help when I asked questions off the top of my head. I'm a very collaborative person, and like to get others input, even if I feel like they are dumb questions. I got a lot of personal help understanding software that I hadn't had experience in like complicated photo editing apps like InDesign and Photoshop. The Outlook has won a ton of APA awards because of the magazine, and I can see why with the type of talent they have in that small window-filled room.

I believe I can still learn a lot by spending more time with The Outlook. I haven't seen a full high school football season from start to end, and getting to personally see a team's growth over the course of a season would be interesting

and awesome to document.

I didn't think a printed publication could offer so many artistic mediums to grow in, but The Outlook is making good use of its visuals, and I could learn a lot with a little more guidance from their talented photography team.

I do wish I got to experience more of Lake Martin and photograph a lot of the unique wildlife that I won't see in Auburn, but that just gives me a reason to come back and put in more work.

I do hope that the paper starts to expand its coverage of collegiate and general state news. Auburn University is close enough for parents of Tallapoosa County to have students who attend the college, and their athletic events can raise a lot of readership if reported on with enough analysis and visual components to catch your eye.

The Outlook could also expand its state coverage a little more than it currently reports on. Even if news doesn't happen solely in the two counties that The Outlook covers, news that happens in other parts of the state is likely of interest to its readers, and something that they could capitalize on while still reporting on meaningful news.

All in all, this internship experience is something that I will cherish as the start to my hopeful lifelong career in the journalism industry. The Outlook accepted me with open arms, and I am so thankful for the APA for providing me with a scholarship to help fund travel and time spent at the paper. I look forward to seeing where this experience and connections at The Outlook take me.

See Larry's portfolio of work from the summer: <http://tornadohunter777.wixsite.com>

People

Alec Etheredge has been named interim general manager of Shelby County Newspapers, which includes four weekly newspapers, six lifestyle magazines, and six websites. The company's cornerstone publication is the Shelby County Reporter, founded in 1843 and has been named the best community newspaper by the Alabama Press Association each year since 2006.

Etheredge is a 2016 graduate of the University of Alabama where he majored in journalism with a concentration in sports journalism. He joined the paper in 2016 as a staff writer, and became sports editor in 2017. In 2020, he became managing editor.

He replaces Daniel Holmes who has been with the company for 16 years, and is pursuing a new opportunity in the financial services industry.

Rhett McCreight, also with Shelby County Newspapers, has been promoted to director of sales for the company and also at sister paper, The Clanton Advertiser. He has been with the company for nine years.

Viridiana "Vee" Romero was also promoted to director of telemarketing for multiple operations within Boone Newspapers.

Shane Dunaway has been named Managing Editor of Greenville Newspapers, LLC, publishers of The Greenville Advocate, The Luverne Journal, The Lowndes Signal, and their affiliated websites and special publications.

Dunaway most recently worked for The Selma Times-Journal, an affiliate of The Greenville Advocate, as News Editor. He also spent seven years working for The Talladega Daily Home.

A military veteran, Dunaway served seven years in the Air Force where he was a Public Affairs Specialist.

Columns

A key question: What's next?



*Ad-libs
by John Foust*

Gregory talked to me about a lesson he learned in his early days of selling advertising. "In one of my first presentations, the prospect rejected my ideas for a new campaign. Back at the office, my ad manager must have noticed the stunned look on my face. When I told her what happened she didn't want to know the gruesome details. She just asked, 'Okay, so what's next?'"

"That turned out to be great advice. I sat there and gave myself a good talking-to. Nothing could change the fact that my sales presentation had fallen flat. But what I could change was my approach to that reality. Instead of giving up on that new business prospect, I dove back into my notes, reflected on our conversation during my presentation, and developed another campaign proposal. The new ideas were accepted, and I'm happy to say that company became a consistent ad-

vertiser.

"What I learned is that it's important to look ahead," Gregory said. "Think beyond what is happening right now and be ready to change directions."

Gregory's story reminds me of an old Bob Hope line in a movie I saw on TV: "All I've gotta do now is figure out what I'm gonna do now." If we look beyond the double-talk of that gag, we'll see some real truth. Our biggest challenge is often figuring out what to do next.

In fact, I believe one of the most important business questions we can ask is, "What's next?" These two little words represent a deliberate focus on the future. This is especially true in a profession like marketing, which demands constant evaluation and adjustment. Considering the current situation as a new starting point, what's the next step? If we expect to make any progress at all, there should always be another step.

Let's say you make a big sale. I heartily recommend that you celebrate your success and share the glory with your teammates. But after the high fives at the goal line, it's not a

good idea to camp out for a long time in the end zone. Things will not stay like that forever. The game goes on. There's a next step.

What if consumers don't respond to the current offer being made in an advertiser's ads? Do you keep running the offer again and again, hoping that something will change on its own? Or do you analyze the plan and make some adjustments?

If you're a manager who notices that morale in your department is sagging, what can you do to make things better? (Please don't say, "team building activity.") Do you hope the situation will go away "when the economy improves?" Or do you take the initiative with a little inter-department research to get to know your team as individuals? Let them help you determine the next step.

It's not complicated. It's simply a matter of evaluating the current situation and asking yourself, "What's next?" Keep answering that question and you're on your way.

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

Plan now to recognize first responders



*by Jim
Pumarlo*

Are you looking for a project that can energize your news staffs, generate new advertising revenue and underscore the value of a local newspaper to potential new subscribers?

Mark Oct. 28: National First Responders Day. Full disclosure on two fronts.

First, highlighting the accomplishments of first responders is not my original idea. I picked it up while presenting earlier this year at a Management Boot Camp sponsored by the Texas Center for Community Journalism. Second, I am not a fan of most proclamations. They are a dime a dozen and largely an opportunity for some official – most often the mayor – to get his or her name and photo in the local newspaper. The local affiliate typically submits a press release from the parent state or national organization – verbatim – inserting its name in a half-dozen spots.

However, proclamations can be worthwhile and substantive with local content. Think of the past two years and the performance of first responders during the pandemic and social unrest in the course of everyday routines. This collective group of individuals from firefighters and police to paramedics and EMTs is worthy of recognition.

Best yet, this project can involve all aspects of your operations from newsroom to advertising to circulation.

First step: Have a brainstorming session to explore and identify content. Go beyond your newsroom to include your entire newspaper family, which likely represents a cross-section of the town. Broaden the discussion by including key individuals in your community.

Here's one list of story ideas to jump-start the discussion:

- What has been the experience of first-responders in the past couple of years in terms of the nature of calls? Have circumstances changed dramatically?
- Has special training been implemented?
- Are staffs experiencing stress and other issues in physical, emotional and mental health?
- What is the impact on first responders' family lives, relationships with friends and co-workers? Who is their support circle?
- Are there particular heartwarming stories to share?
- What are some of their more challenging stories to share?
- Communities across the country are reporting difficulties in hiring police officers. What is the local landscape for recruiting across the range of first responders?
- Does your community rely on full-time or part-time first responders? For part-time responders, how do employers and employees

manage the responsibilities?

- Profile first responders and their families. This is but one quick list. Think of stories specific to your community.

The project may be spread over a few editions or packaged in a special section. Either way, it's an opportunity to generate advertising revenue beyond the normal channels.

The service of first responders should spark numerous avenues to salute their performance, especially if responders have been exemplary in specific responses. If your community has part-time responders, pay particular attention to their full-time employers and pitch the chance for them to recognize their employees.

Lastly, include the circulation department. New U.S. Postal Service regulations allow newspapers to increase their in-county sampling to 50 percent of their in-county subscriptions. Newspapers previously were limited to 10 percent. Take advantage and sample nonsubscribers with your special coverage. Showcase the contributions of first-responders in your local communities and underscore the value of your local newspaper.

To bring the salute full circle, why not stage a community event to honor first-responders. Several public and private organizations and companies will likely jump at the occasion to co-sponsor an event. You have plenty of time to design the tribute and pin down the logistics.

plan continued on page 8

Columns

plan
continued from page 7

Even those newspapers stretched thin with resources often have some lull in the summer. This is the perfect time to

plan and produce a special project that will likely introduce many new names and faces that are ordinarily not found in your newspaper. The initiative has the potential of being a win-win for your newspaper and your community.

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.

Is it finally time to say “goodbye” to Type 1 fonts?



Between Takes
by Russell Viers

Is it Time to Say “Goodbye” to Type 1 Fonts? “YES!”

That’s the short and easy answer to the question which is the title of this article. Yes, yes it is time to say “goodbye” to Type 1 fonts, also referred to as PostScript fonts, or PS.

And it’s not by choice, either. Effective January, 2023, Adobe will no longer support Type 1 fonts in any of its applications, except Acrobat, and we’ll get to that. They don’t give a specific day in January, but let’s just assume you’ll be on deadline.

If you’re using Adobe’s Creative Cloud 2022, by now you may have encountered the warning “Type 1 fonts will no longer be supported starting January 2023. Your document contains XX fonts. Learn More.” If you’ve not seen this message, it doesn’t mean this won’t affect you.

The clock is ticking.

I have several solutions to suggest, but first, let’s talk about what’s really happening here, and just how much it may, or may not, affect your current workflow.

Depending on when you read this, between now and this change, Adobe will introduce a new Creative Cloud version which, I’m assuming, will be named CC 2023. This usually happens at the start of Adobe MAX, which is scheduled for October 18. These changes will only affect that version, and only after an update in January.

You will notice these changes immediately if you are using any of the applications and try to select an installed Type 1 font from the menus. Nope...they won’t be there, even though they are installed on your computer.

If you open a previously created file that uses a Type 1 font, you will get a missing font warning, but the installed Type 1 font won’t show as a replacement option. You will have to choose a suitable replacement.

EPS, PDF, and Illustrator files with embedded fonts won’t be affected. As long as those files are placed on a page, then output, they will behave just as they do now. An example would be an old ad that’s a PDF that you run week after week. If you try to edit a PDF in Acrobat, it will also behave as it does

now. Adobe has no plans to change Acrobat. However, if you try to open the EPS, PDF or Illustrator file for editing, perhaps in Illustrator, you will get a missing font warning.

So now we’re back to the big question: “What do I do with these Type 1 fonts I use to publish?” or “Yikes! So, if Adobe is killing off Type 1 fonts in January, what are we going to do?”

Well, here is a list of options. Some are better than others. I present them here in order of cost, from cheapest to most expensive, but I hope you’ll read until the end, as cost should not be the only motivating factor, as you’ll see.

If you prefer viewing to reading, watch the Episode at: <https://digiversity.tv/series/checkin-the-mail/1136>

Don’t Upgrade to CC 2023

Cost: \$0

Albeit a short-term solution, it is a solution. Simply stay on CC 2022 for any applications where you may need to use your Type 1 font. Note that Photoshop stopped support for Type 1 in 2021, so if you’ve lived without it this long, you can go ahead and upgrade that one.

InDesign would be a logical candidate to keep on CC 2022, if you need to buy more time. Depending on how you use Illustrator, maybe that one, too. If you use Illustrator to create new ads, logos, and graphics, and can choose whatever fonts to use, you probably don’t need to keep the old version around.

Of course, you’ll be missing out on any new features of the upgrade, and it’s still a band-aid to the problem, not a long-term solution, but, if necessary, it would take the pressure off of solving this in the next five months.

Keep in mind that you can have multiple versions of the same software loaded on your computer at the same time. On my Mac, I have InDesign 2020, 2021, and 2022 as well as Bridge 2021 and 2022.

Create Outlines

Cost: \$0

This is only a solution for limited use of your soon-to-die Type 1 font. I would only use this for things that are static, which will never need to be edited, like standing heads/furniture, and your flag, etc. Maybe even certain ads and special section art could use this

trick.

So, let’s say the flag of your paper is the only place using a particular Type 1 font. You just need the flag to look the same. Using InDesign or Illustrator, you can select the type and go to Type> Create Outlines. It’s even the same shortcut in both applications: Cmmd / Ctrl + Shift + O.

Now the text isn’t a font anymore, it’s a vector illustration of the type.

Look at all of the uses of the Type 1 font in question and see if it’s for news, or just standing heads, etc. If it’s just used for the Obits, Editorial, Sports furniture, and the like, you can get this fixed in short order.

Choose a Different Face

Cost: \$0 to ??

If I’m ever in a situation where I can’t use the supplied font, or don’t have it, my first place to look is the free library included in the Creative Cloud subscription. I’ll mosey on over to www.fonts.adobe.com and snoop around for a viable replacement.

This is a library of fonts that you are allowed to use as part of your monthly subscription. It’s a sizable library and easy to use. It’s great in a workspace with multiple computers, as installation of the fonts is as easy as activating them, not the traditional installation.

As you wander around fonts.adobe.com, if you see one you want to use, activate it, and within a short tick, you’ll have it available in all of your applications, including the device applications like Illustrator iPad, etc.

One reason I try to design with Adobe Fonts is that if I ever need to send a file to a client or collaborator, I don’t have to collect and send the fonts...then tell them how to install. When they open the file, if they don’t already have the fonts activated, a window pops up giving them that opportunity. It’s so easy.

Power Tip: Instead of snooping around Adobe Fonts looking for a replacement of Nimrod MT that you’ve used for 30 years, open a file that is using it, or create a new file and type a word using the Type 1 font you need to find a replacement for.

Make it nice and big. It can be any word. Select that text frame with the Selection Tool then go to Object> Extract From Image>Type.

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Drag the blue box handles until it covers the example type then select Find Similar Fonts. If you find one you like, and want to activate it, just click Save to CC Libraries. Even if you have no intent of using CC Libraries, maybe you don't even know what they are, Adobe Fonts will activate the font for you, and when you get back to your document, the newly selected fonts will be available for you to start using.

Finding free fonts online, from the far too many websites out there, isn't really a viable solution in most cases. My experience is that they are poorly made, which affects letter and word spacing, output reliability, and more. They often have limited character sets, and, the worst part, the free fonts are rarely available for commercial use (just for your personal blog posts). I've downloaded free fonts that didn't have punctuation.

If you want to change faces, and maybe enjoy a little bit of a redesign, now is a good time. I recommend you explore the power of OpenType fonts (OTF) and incorporate that into your design and workflow. Depending on your design changes, you may have to buy some fonts, but instead of paying to replace fonts that give you the same look you've had for three decades, maybe a refresh is a good thing here.

I think it's worth noting that there is a lot of information out there about eco-friendly fonts. Switching to these fonts might reduce the amount of ink and chemicals used, allowing you to share the message to your community that you're actively trying to have an impact on the environment.

Convert Your Type 1 Fonts to OpenType or TrueType

Cost: \$90 to \$95

This one is tricky, but definitely a possible solution. There are several font conversion options out there. There are two I can recommend. The other conversion tools are online and ask you to upload your PostScript font for conversion to TrueType (TTF) or OTF. Remember that Type 1 fonts are either Mac or Windows, not cross platform like TTF or OTF. The online conversion sites might work with windows files, but after too long testing the various options on my Mac, I couldn't get any of them to work and I gave up.

So, we're back to the two software applications you need to buy to use, TransType by FontLab (www.fontlab.com) and FontX-Change by Fontgear (www.fontgear.com).

It is beyond the scope of this article to teach you how to use these applications, but they are so simple that if I did write an article on how they work, it would be a short one. I downloaded the demo versions for both to

test, and in minutes I had my converted font installed and working. Simple.

The bigger issue, before you convert your fonts, is to find out if it's legal. Fonts are software, with licenses and rules you agreed to follow when you "purchased" them. These End User License Agreements, or EULAs, are generally ignored as we just click through when installing something. "Sure, why not," we say, then click okay.

Some font foundries make it very clear they don't allow conversion, so that you will buy new fonts, instead.

Using Nimrod as an example, I glanced through their EULA and found this: "6. Alterations to Font Software. You may not alter Font Software for the purpose of adding any functionality that such Font Software did not have when delivered to you by Monotype."

What is your interpretation of that? I'm not your attorney or your conscience. In my mind, converting Type 1 to OTF is "adding any functionality" in that it will now be able to work with the upgrade. But, again, I'm not a lawyer, and I didn't stay in a Holiday Inn Express last night, so I'll let you sort this one out.

The best solution, before buying conversion software, is to contact the foundry and see what they think. Shoot them an email, and maybe they will be cool with your converting their fonts.

If you want to test it out, both come with demo software that is free and will convert your Type 1 fonts for you. The limitation is that Aa is an empty space and Bb is Dd, Cc is Ee, Dd is Mm, and Ee is Oo. So as long as you can put out your paper without using A, B, C, D, or E, you can probably get away with using the demo software. Bargain.

Before you decide on this path, however, please consider the following option.

Buy the Font as OpenType

Cost: varies by font

It would seem to be an easy solution to simply search for the font you have now that is Type 1, and find the OTF replacement, then buy it.

I received an email recently asking about Nimrod, as they've used it for the past 20 years. A quick online search shows it for sale for \$35 per face. So, if you need Regular, Italic, Bold, and Bold Italic only, that's ... uh ... a hundred and something. I'm guessing there is no shipping, so there's that.

It's important to know, before making a decision on which solution to pursue, that OpenType fonts can have more functionality than Type 1 or TTF. Simply being OTF doesn't mean it does.

For example, Type 1 fonts can only have up to 256 characters. OTF can have up to 65,535 letters, glyphs, numbers, punctuation, dingbats, etc. So, if the foundry that makes the font decides to take advantage of this, the new OTF version of the font you've used forever

will have more options. It's also possible the new font, even though OTF, still only has the exact same character set as your old Type 1.

OpenType has other capabilities, too, if the foundry built them into the fonts. Things like automatic fractions, ligatures, better super and subscripting, more number height controls, alternate characters and more.

So I coughed up \$35 and bought Nimrod Regular to compare to the Type 1 and Type 1 converted to OTF. In my opinion, it would be money well spent.

Let's start with fractions. With this feature turned on in InDesign, if you type 11/2 it automatically becomes 1 1/2 with the fraction numbers automatically becoming subscript and superscript, etc. Ligatures kick in automatically with certain character pairs, like a lower case f and l, for a word like flowers. The f and l are joined as a ligature for better readability.

If you do anything with small caps, I found the look of the purchased OTF version superior to the Type 1 and converted versions. You'll see the same with subscript and superscript. With limited fonts, when you choose small caps in InDesign, it just shrinks the uppercase character for the small caps. Well, this also makes them thinner. I just worked on a project where they wanted small caps, and the first character, the full size cap, looks bolder than that small caps. It think it looked terrible. With the right OTF font, it doesn't shrink, it substitutes with a different face, designed for small caps, and it keeps a more balanced character weight.

Wrapping up

Cost: a couple of minutes of your time

If I were faced with this situation with my paper, I would start with a quick analysis to see where these Type 1 fonts are used. With this information, I would explore to see if there are similar fonts I can use to substitute with the same look and feel. If the fonts are only used in standing heads, can I just create outlines and use the heads as art? I would also wonder to myself if it's time for a redesign of some sort. It doesn't have to be a complete makeover, maybe just some simple changes that freshen up the look a bit.

If the Type 1 font is for editorial in any way, and I just can't change this time-honored look, I would cough up the money and buy the fonts. OpenType is so cool in what it can do that I believe I would get my money's worth in improved productivity in the long run.

And I did the math, finally, on a calculator, and the cost of Nimrod Regular, Italic, Bold, and Bold Italic, for up to five users, is \$140. I bought mine from Fonthaus.com. It took only minutes.

Russell Viers is an international speaker and trainer who teaches production techniques for graphic designers. In addition to speaking live, he offers training online through his site www.digiversity.tv.

Help Wanted

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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.

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Are you ready to tell stories?

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- Be technologically proficient in Word, WordPress, Gmail, Filezilla and other similar software that might be thrown your way.
- Be an enthusiastic self-starter.
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Publisher and Editor- Cleveland, GA

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Opportunity Requirements

- Strong sense of community
- Bachelor's Degree

- 5+ years of newspaper experience
- Knowledge of AP Style
- Proficient in Adobe InDesign

White County News is owned by Community Newspapers Inc. of Athens, Georgia. CNI has a premier reputation for being a forward thinking, family-owned independent publishing company. We believe in giving our publishers the autonomy to do what they do best: lead, manage and help their communities grow. At its heart, CNI has one principal belief: Strong newspapers, build strong communities.

If you want the opportunity to grow and make a difference, please email cover letter, resume and professional references to Alan NeSmith at anesmith@cni newspapers.com

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- Attend and participate in community and business functions during and after business hours.
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Compensation package commensurate to experience. Please submit cover letter, resume, and references to Jack McNeely, group publisher, at jack.mcneely@clevelandbanner.com. No phone calls, please.

The Cleveland Daily Banner is an equal opportunity employer.

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