

*A message from the APA staff:*

*Our newspapers work hard every day, in good times and bad, to keep the communities they serve informed and connected. In a year that presented continuing challenges, that did not change.*

*The APA staff is proud to work for the newspapers in Alabama, and grateful for industry and community partnerships. May this next year be happy, safe and prosperous for all.*

*Merry Christmas and Happy New Year!*

*Emma Felicia*

*Fanish*

*Keigh Keigh*

*Brad*

# AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

DECEMBER 2022

## Important Dates

**AMA contests are open!**

**APA Winter Media Summit**  
Birmingham, AL  
**February 10**

## Online Media Campus

[Classifieds 2023: Top Five Revenue Opportunities](#)  
**January 19, 2023**

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

The 2023 contest portal is OPEN NOW!

Good Life Magazines bought by Hudson Shelton

Ed Williams among honored

Vanessa Vargas - Community Connector

Lewis receives Vulcan's 2022 Lifetime Achievement

USPS discontinues manual address corrections by sorting cards

New Justice Department policy marks 'historic shift' in press protection



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## The 2023 contest portal is OPEN NOW!

Every newspaper wants more time to get their contest entries prepared. Now you have it! Don't wait until the last minute! Start uploading your entries for the 2023 contest NOW.

Click [HERE](#) to find the rules, portal link and more information.



As a reminder, it is a requirement to volunteer as a judge for our 2023 partner's (the North Carolina Press Association) contest, in order to qualify as a contestant in the APA Media Awards.

## Good Life Magazines bought by Hudson Shelton

After a successful nine-year run, David Moore and Sheila McNear have retired and sold their two Good Life Magazines – lifestyle quarterlies covering Marshall and Cullman counties – to Hudson Shelton, whose family has owned The Decatur Daily for four generations.

The sale was finalized Nov. 16 after former newspaper veterans Moore and McNear completed their final two winter issues under MoMc Publications, the LLC they started in 2013. Shelton's first two issues will be out for spring 2023.

"I am beyond excited to continue to publish Good Life Magazine and keep it a part of these communities," said Hudson, 28. "I hope to maintain the relationships David and Sheila developed throughout the past nine years, while creating my own as the counties continue their flourishing growth.

"Like David before, I plan to publish stories that are enlightening, heartwarming, educational and that showcase the people, places and things that make these counties unique. I know I have big shoes to fill and a clever wit to follow, but I look forward to every part of the process as I hit the ground running."

Twin son of Clint and Nicole Shelton of Decatur, Hudson Shelton graduated from the University of Alabama in 2017 with a degree in political science and a minor – which he loved – in the Blount Undergraduate Initiative that emphasizes literature and writing. He interned on Capitol Hill in Washington, then worked for a PR outfit there. During the height of Covid, he continued working remotely from Atlanta, where his long-time girlfriend works in commercial real estate.

Shelton's father is the fourth-generation publisher of The Decatur Daily, which through Tennessee Valley Media also owns the Times-Daily in Florence, The Moulton Advertiser, The Advertiser-Glean in Guntersville, and other publications. Shelton will run Good Life magazines



independently, but has the resources of TVM available to him.

"That," he said, "will further ensure the viability of Good Life going forward."

Several Good Life contributors plan to continue writing for Shelton, who said he has no immediate plans to change the magazine.

"I have full confidence," McNear said, "that Hudson will take our much loved Good Life Magazines to a new level of success."

A 1974 graduate of the University of Alabama, Moore worked 34 years in newspapers before starting the magazines, including as managing editor of the Shelby County Reporter, editor of The Andalusia Star-News and publisher and editor of The Brewton Standard. He left Brewton in 1990 to edit The Arab Tribune, a move that allowed him more time for his wife and son.

Moore helped convert the weekly Tribune into a twice-weekly and also made it a perennial winner in the APA Better Newspaper Contest, winning a dozen general excellence awards and scores more for his writing and photography. He also served as president of the APA Journalism Foundation and was president of APA in 2013 when he resigned from the Tribune to start the sister magazines.

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**good life**

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McAneer, 60, worked 27 years in advertising at the Tribune, winning numerous APA awards for her ad designs.

A co-owner of MoMc, she served as its ad and art director. Moore was publisher and editor.

MoMc published 10,000 issues in each county of the free-distribution quarterlies. Good Life posted its second-highest quarterly revenues with its final winter cycle.

“The reception of the magazines – both

by readers and advertisers – was extremely gratifying to us,” said Moore, 71. “It’s been a great – and mostly fun – ride.

“We’re thrilled to leave it going strong,” he added. “And we hope Hudson gets even more gratification than we did out of showcasing what we consider to be two of the finest counties in Alabama.”

**Ed Williams among honored**

In honor of its 100th birthday, Associated Collegiate Press celebrated 101 journalism educators and advocates with its inaugural ACP Pioneer Awards at the Fall National College Media Convention.

Pioneers are distinguished journalism educators and advocates who have provided exceptional leadership for collegiate media programs and made exceptional contributions to collegiate journalism and to the association in its service. The Pioneer is the only award ACP presents to journalism educators.

The inaugural class was recognized on Friday, Oct. 28, at the fall convention in Washington, D.C. “We wanted to recognize 101 great journalism advisers and educators in this first class,” Laura

Widmer, ACP executive director, said, “and these Pioneers represent a Who’s Who of collegiate journalism.”

“Ed Williams is a treasured member of the APA family,” APA Executive Director Felicia Mason said. “There are countless journalists that point to him as the reason they are passionate about the work they do.”

Williams wrote the *The Press of Alabama*, a history of the Alabama Press Association, in 1996, as part of APA’s 125th anniversary celebration. He began his newspaper career at *The South Alabamian* in Jackson. He went on to work at the *Montgomery Advertiser*, *The Brewton Standard* and *The Andalusia Star-News* before joining the journalism department

at Auburn University in 1983.

While at Auburn, Williams served 23 years as the faculty advisor of *The Auburn Plainsman*, the award-winning student newspaper. The *Plainsman* has won 23 Pacemaker awards, the equivalent of the Pulitzer Prize. Williams likes to call winning the newspaper Pacemaker Awards “the college football equivalent of a national championship.”

A six-member committee of retired and active advisers from across the nation reviewed and selected the honorees.

“These educators and journalists have been supportive of ACP and believed in our mission of training and honoring collegiate journalists. They have gone above and beyond their own distinguished careers to nurture the future of journalism. We look forward to celebrating them in DC.”

ACP will maintain a composite plaque of Pioneers and display it at its headquarters, in Minneapolis.

**Vanessa Vargas - Community Connector**

By Carter Dewees, APAJF Summer Intern

Vanessa Vargas was featured in the *Birmingham Business Journal* as one of 2021’s “Top 40 under 40”. She’s proud of what the award means to her and her family. Vargas was a clear pick – she has maintained her family business while her professional career has blossomed. Here’s a spotlight on Vargas, a managing partner of *Latino News*.

Vargas’s family moved from Colombia to Alabama in the mid-nineties on the heels of a recession in Colombia. Her brothers were already studying English as a Second Language at Gadsden State Community College, so the rest of her family followed, according to Vargas.

She said her family didn’t intend to stay in Gadsden permanently, but they liked the town in Northeast Alabama. Vargas explained that her father, Jairo Vargas, worked as an industrial engineer in Colombia, but his degree and professional credentials were not accredited in the United States.

“What my dad was really passionate about in Colombia, aside from being an industrial engineer, was writing and reading, and when he came here in ninety-six, he saw a need,” Vargas told me. She said he saw the need for a newspaper in Spanish in Etowah County and Alabama as a whole.

Vargas said her family attended St. James Catholic Church in Gadsden. The support of the church was important to her family because there were not as many resources and non-profits to support immigrants as there are today. Her father sought to become more involved in the community by producing Spanish-language content for a newsletter.

“When my parents were exploring and trying to make the American dream happen with their hobbies, my dad loved writing, and he did it well; he could express himself,

and he had education. That allowed him to effectively communicate the news to the Latino community,” Vargas said. *Latino News* was born when his hobby met a need in the community.

The newsletter expanded to a bi-weekly publication, then a weekly publication, according to Vargas. The newsletter expanded from Etowah to Marshall County, eventually stretching all the way to Mobile.

Vargas graduated from the University of Alabama-Birmingham in 2013, and she has been a managing partner for *Latino News* since 2015. While she has continued to build upon the strong foundation her parents built with the newspaper, she wanted to supplement her news work with broader contributions to the Latino community.

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## Vargas

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Vargas joined the board of Fiesta, an annual festival celebrating Hispanic art and culture in Birmingham. She has served as a board member, vice president, and co-president. She also serves on the Junior Board of the Hispanic Interest Coalition of Alabama and the Board of Bare Hand, Inc.

Vargas has immersed herself into the broader Latino community in Alabama. "I really focus on learning more and more from my fellow Latinos; we have different ways of expressing ourselves between one another," Vargas explained. "We are constantly learning from one another."

Vargas's professional efforts culminated in her being named to the Birmingham Business Journal's Top 40 Under 40 list in

2021. Vargas said the award is about more than just her. "I felt pride in being recognized because it's not only for me, but also for my family," Vargas said. "It was probably eight years in the making before I was able to present myself and say, 'Hey, this is why I'm working.'"

When I spoke with Vargas, she was in California for a conference for Latino entrepreneurs. That's the essence of Vanessa Vargas – connecting with the Latino community, learning from others to find success, and driving her family newspaper, and herself, forward in the process.

Vargas said that running a newspaper is inherently more difficult in the era of social media because of the variety of perspectives and news sources, but emphasized that the key for Latino News moving forward

is maintaining the connection with the community that has allowed the newspaper to thrive for more than twenty years. She's focused on extending this connection to more generations of readers, just as Latino News has come under a new generation of leadership. She said this might come through more digital and video-based content.

Vargas said that Latino News stands out because it can act as more than just a newspaper: "We're a resource, not just a media company," she said. "It's just about building on the people. I think that's what has been working for us and it still works for us."

*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 past summer.*

## Lewis receives Vulcan's 2022 Lifetime Achievement

by Barnett Wright, *The Birmingham Times*

Dr. Jesse J. Lewis Sr., Birmingham Times founder and visionary entrepreneur was recently awarded 2022 Lifetime Achievement from the Vulcan Park Foundation.

Birmingham Mayor Randall Woodfin presented the award to Lewis and said it was an honor to recognize "someone I've looked up to for quite some time, even prior to being mayor, the person I consider the Godfather of the City of Birmingham. Tonight, we celebrate a son of our city – a Birmingham legend and simply put, living, breathing Black history."

Lewis was among the 2022 honorees for the annual The Vulcans Community Awards held at The Club in Homewood that

honored seven citizens who exemplify civic pride, leadership and progress in four award categories: lifetime achievement, hero, game changer and servant leadership.



Lewis kept his remarks brief in both a video presentation on him as part of the program and after accepting his Vulcan.

In the video, he said simply, "I am Dr. Jesse Lewis, and I love everybody." At The

Club, he told attendees, "I am so pleased to be in your presence...thank you so very much."

Lewis, 97, who founded The Birmingham Times newspaper in 1963 and sold it in 2015, has owned or been part of at least 17 different businesses, including ventures in real estate, a recording studio, music publishing, a golf course, radio and television stations, grocery stores, and night clubs. In 1954, Lewis opened the country's first Black-owned public relations and advertising agency. In 2019, he was inducted into the Birmingham Business Hall of Fame.

He currently oversees a real estate portfolio from his office at the Jesse J. Lewis Jr. Tech Center on the west side of Birmingham.

## Obituary

### Denise Sinclair

Denise Sinclair, 68, a staff writer and copy editor for The Daily Home (Talladega) who retired in 2019, passed away Monday morning at Coosa Valley Medical Center. She was a journalist who dedicated her life to covering Sylacauga and south Talladega County for more than four decades, including 36 years with The Daily Home.

She is preceded in death by her father, Northern Sinclair, and grandparents. She is survived by her mother, Bobbie F. Sinclair; brother Randy (Nell) Sinclair; two nieces, Jennifer (Josh) Tubbs and Christina (Brant) Malone, and a host of great-nieces and nephews.

She was a member of Papertown Baptist Church. In lieu of flowers, the

family requests donations to the American Heart Association and the Diabetes Association.

Talladega County was Sinclair's home territory. She graduated from Winterboro and was pondering a career in medicine when seeing Barbara Walters on television prompted her to look into journalism as a student at her beloved University of Alabama. She graduated in December 1976 and was working for the Sylacauga Advance by March of 1977.

In her profession she helped to tell the stories of those who lived in or passed through Sylacauga, from the mother of a man dying of AIDS to three presidents and Lillian Carter.

"Denise and I worked together since the early 1980s when The Daily Home bought the Sylacauga Advance," said Carol Pappas, retired editor and publisher of The Daily Home.

"Throughout that time, I was always impressed with her work ethic and the sense of community she had in covering Sylacauga. It wasn't just a job to her. She was proud when there were accomplishments in the city and sad in times of loss. She is a textbook example of what community journalism should be about. Denise will be greatly missed by so many who were lucky enough to know her, work with her and shared their stories with her. This is a huge loss."

## USPS discontinues manual address corrections by sorting cards

The U.S. Postal Service recently announced the official end of a service that once sustained community newspapers — manual address correction by sorting address cards into their proper 5-digit ZIP codes.

USPS now says the usage of the service is low and there are better ways to do it.

Today, most newspaper mailers use mailing software that provides updates on 5-digit sorting. Publishers also can look up individual addresses at ZIP Code™ Lookup | USPS. The updated addressing service rule is available here: [HERE](#).

NNA Chair John Galer, publisher of The Journal-News in Hillsboro, Illinois, said the card-sorting notice was one more signal from USPS that mailers would be pushed to update their digital services practices.

“It is increasingly difficult to get by without the help of proper mailing software,” Galer said. “Now that USPS has created so many tools online to eliminate hard-copy sorting for mail preparation, it is weeding out the older services that community newspapers used to rely upon. The conversions are costly for many of us and NNA has been pushing back on some of these changes to give our members

additional time to adapt. Unfortunately, I think more changes of this nature are coming in 2023. USPS is working on the new Delivering for America plan and is looking at a hundred ways to cut costs.

The NNA Foundation will offer another round of newspaper mail webinars in 2023. The training is free to NNA members and available to others for a modest fee. This change and others will be covered in next year’s course. Also, our NNA Postal Hotline is always open for our members. I hope publishers who are finding these many USPS changes hard to navigate will contact us at [www.nna.org](http://www.nna.org).”

## USPS to squeeze entry times for hard copy postage statements

Periodicals mailers supplying hard copy postage statements (Form 3541) to their Business Mail Entry units (BMEUs) are facing earlier deadlines.

National Newspaper Association has been advised by USPS that a formal rulemaking will begin in January to push Periodicals mailers toward electronic filing. Hard copy statements will still be accepted, but in full-time post offices, mailers will be required to enter their statements two hours earlier than current deadlines. For part-time post offices (open fewer than 8

hours a day), the statement entry time will be one hour earlier.

Business Mail entry units have already been advised of the change and have begun contacting mailers to prepare them for the shift.

Newspapers dropping mail overnight and presenting the statements when the post office opens the next morning should not be affected. However, USPS considers overnight mail drop as a privilege that assumes electronic statement filing. Local BMEUs may be urged to push publishers

to adopt electronic filing if that shift has not already been made.

There are two ways to accomplish electronic filing. One is through postal software that sorts mail, prepares labels and formats each mailing’s data into a format acceptable for USPS’s PostalOne operating software.

The other is to use USPS’s online tool, Postal Wizard, which is free for mailers.

NNA Foundation will offer renewed training in 2023 on the use of electronic documentation.

## New Justice Department policy marks ‘historic shift’ in press protection

*from the Reporters Committee for Freedom of the Press*

Last month, the U.S. Department of Justice announced changes to its news media guidelines that, for the first time, expressly prohibit members of the Department from using subpoenas or other investigative tools against journalists who possess and publish classified information obtained in newsgathering, with only narrow exceptions.

The Reporters Committee for Freedom of the Press worked with a coalition of news media representatives to meet with DOJ officials to advocate for strengthening the protections. The guidelines also bar efforts to seize records from, or of, journalists engaged in newsgathering more broadly, but the new limits on national security leak investigations are particularly notable.

“This is a watershed moment,” said Bruce D. Brown, executive director of the

Reporters Committee for Freedom of the Press. “The new policy marks a historic shift in protecting the rights of news organizations reporting on stories of critical public importance.

“For the last several years we have worked with newsrooms to push for meaningful reform and are grateful to the Justice Department officials who saw this new rule over the finish line.” Read the new policy [HERE](#).

## Columns

### Robust public affairs coverage requires more than recording meetings



by Jim  
Pumarlo

My formula for shaping newspaper content is straightforward: Present a blend of stories that people like to read and sto-

ries they should read. Under the “should read” category, consider me an advocate of vibrant coverage of local government.

Another basic element to writing any story, whether hard news or feature: Make it interesting. Specific to public affairs reporting, make it timely and relevant.

Poll after poll underscores the value of newspapers as a government watchdog.

It’s no coincidence that when local journalism declines, so does government transparency and civic engagement.

Most newsrooms routinely cover local government bodies and the decisions that affect readers’ everyday lives. I encourage broadening coverage through a three-step process:

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## Columns

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- Solid advances to inform readers and ensure robust community discussion of vital community issues.

- Meaningful meeting coverage.
- Follow-up reports that interpret the actions taken.

Many newsrooms probably can relate to this course of events. Reporters pick up an agenda maybe a couple of days in advance of a meeting. They might write a couple of paragraphs as a preview, then put the materials away. Worse yet, reporters see an agenda for the first time when they show up at a meeting.

The meeting can last hours, and then reporters face the task, often that same night, of pounding out hundreds of words of copy – all too often on the premise that if something was said at the meeting, you must record it.

The copy is plucked onto your pages, often with little forethought of what news might actually transpire from the meeting and how best to display the stories. That's just the print edition. Now throw in all the other elements in these days of multitasking – photos and video, twitter updates, immediate online postings.

I hear the pushback: "You can't force

feed readers with boring meeting reports." That likely will be the case if you do not plan coverage. If you report a meeting as if recording the official minutes, stories will go unread. Here's one example of how to drive readers away. The report began:

"Following the 4:30 p.m. meeting of the Committee of the Whole, the City Council met Monday night at 5:30 p.m. at City Hall. With no public hearings, bids, petitions, or open forum scheduled for the evening, the council quickly moved through the initial items.

"The following consent agenda items were approved by the council:

"Motion approving the minutes from the April 3 Council and Committee of the whole meetings.

"Motion approving licenses.

"Resolution amending the fee schedule to include refuse container sanitizing charges.

"Resolution closing out debt service and capital project funds and transferring the balances.

"Resolution declaring items as surplus property and authorizing their disposal.

"After passing the consent agenda and a brief overview of two, updated city ordinances, the next resolution was for the council to voice their support to the state legislature to increase the budget for the

Local Government Aid (LGA) grant program."

I doubt whether even the council members took any interest in the story, let alone the broader readership.

And we wonder why many reports often raise more questions than provide answers for readers.

I applaud those newspapers that are taking a fresh and substantive approach to coverage of public affairs, especially at the local level. In all cases, however, there likely is room for improvement.

Also, make no mistake, meaningful coverage takes work. It requires planning and it requires newsrooms to look at the continuum of coverage – not just reporting on the meetings.

At the same time, the effort will reap dividends for everyone. Citizens will be more engaged in policy-making. Elected bodies will appreciate the additional attention to and participation in their decisions. And newspapers will increase their relevancy in readers' everyday lives.

*Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He can be reached at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*

## Oboes and Leadership



*Ad-libs*  
by John Foust

If you've been to a symphony concert, you've witnessed the cacophony of sound before the concert begins. Every instrument seems to be in its own world, independently running through the musical scale.

Actually, this is a traditional and deliberate process to tune all of the instruments. First, a single instrument plays the note of A, then the other musicians tune their instruments to that note at the same time. Once an instrument is in tune, the musician often warms up by going through the scale. The objective is for each instrument to be perfectly in tune with every other instrument when the concert begins.

Although other instruments can be used for this purpose, an oboe is generally preferred, because its steady sound stands out from the others in the orchestra. The note of A is used, because all of the string instruments have A-strings.

All of this means that the oboe sets the

pace for the entire orchestra. It's easy to see a direct comparison to a leader's role in the business world. A few points come to mind:

1. Leaders lead by example. They have to be in tune, themselves, before they are ready to lead others. Even though the old way of doing things ("Do as I say, not as I do.") never really worked, a lot of so-called leaders cling to that idea. Maybe it's habit, maybe it's insecurity, maybe they've never seen any other way.

A leader has been defined as "someone who has earned the right to have followers." One of the surest ways to earn that right is to be an example for others. The oboist plays A, not E or D or any other note.

If you want your team to be better listeners, be a better listener, yourself. If you want your team to be punctual, be punctual, yourself. If you want your team to understand the principles of effective ad copy and design, know them, yourself.

2. Leaders don't micromanage. You'll never see an oboist walking around to make sure the others are tuning properly. He or she stays seated, secure in the knowledge that the musicians are qualified

to tune their instruments.

If a leader has done a proper job of training, there is no need to micromanage. All micromanagement does is give the manager a false sense of control over something in which he or she lacks confidence.

3. Leaders periodically review goals. Tuning is not a one-and-done activity. After the intermission in a concert, the orchestra repeats the tuning process. Adjustments are expected. Nothing is left to chance.

Over time, team objectives require adjustments. Perhaps economic winds have shifted, clients have increased or decreased budgets, or new competitors have emerged. Although those changes may seem minor at first, they can develop into huge problems later. True leaders have the flexibility to review goals and make necessary tweaks along the way.

You could say that – in music and in business – leadership is largely a matter of striking the right chord.

*John Foust conducts training programs for newspaper advertising professionals. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*



## Columns

## Time for newspapers to get their swagger back



by Leonard  
Woolsey  
for Editor &  
Publisher

I'm sick and tired of apologizing for being in the newspaper business, and I suspect you feel the same way.

Our industry suffers mightily from self-inflicted wounds. We're more likely to publish stories about our problems than our successes. We focus on print copies trending down instead of digital readership going up. And we fail to engage detractors who falsely claim that nobody reads newspapers anymore.

Too often, we can't seem to put down our self-pity hymnal and sing a happier tune. We should be telling the remarkable story of how newspapers are an ever-evolving enterprise instead of a static wait-and-see-what-will-happen business.

Folks, we have a remarkable model with brag points most other businesses would give their eye teeth to claim. Our local newspapers are highly credible with our readers and advertisers, influential in the community, and we uphold a noble mission of serving the greater good.

If you will allow me some rope, I'd say we are a business with tremendous opportunities ahead. But first, we need to get our swagger back.

Let's take a basic business assessment quiz. Please play along.

Questions:

- Does your business have a long track record of success?
- Is your business locally respected?
- Is your potential customer base growing?
- Do people invest in your offerings?
- Does your business make the community a better place to live?

Answers:

Data from the Bureau of Labor Statistics shows that approximately 20% of new businesses shutter during the first two years, 45% during the first five years, and 65% during the first 10 years. Only 25% of new businesses make it to 15 years or more.

You are among your community's most successful long-term businesses.

Brag: "In a world where only roughly one in four businesses survive beyond 15 years, at (fill in your number) years

old, I'd say this newspaper has a pretty good business, wouldn't you?"

Forget national polls focusing on general media categories; when you publish in your local community, does anyone listen? Do actions result? Do people respond? You are not national media. You are a crucial thread in your community's fabric.

Brag: "When we report on news in the community, readers know this is not social media gossip, and they can count on us to give a fair shake. We will never surrender telling the truth in exchange for likes."

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*"People consider their hometown paper valuable enough to pay good money for its long-term services. And a town with an active newspaper is statistically a better place to live. I think that's something worth fighting for and bragging about."*

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In real terms, most newspapers and the products and services they provide reach more people than at any other time in history. Look at your market and consider the number of people you touch in print, email, digital and events. These numbers most likely dwarf anytime in the history of your newspaper.

Brag: "Today, our newspaper's products and services reach more people than at any point in my lifetime. How many businesses do you know that can

say that?"

Newspaper subscribers are as loyal as customers can be. Unlike buy-and-go customers, people find enough value in our products and services to become business partners. They partner with us by subscribing.

They want a paper delivered to their home, digital newsletters in their inbox or both. They depend on us to share the community's obits, cover how their hard-earned tax money is spent and tell them how their hometown heroes did under the Friday night lights.

Brag: "Our newspapers have thousands of repeat customers who buy every edition. Do you think a restaurant would like that many folks showing up every day or week to consume their product?"

Research shows that communities without a newspaper performing the basic watchdog duty of keeping the people's business in the light of day have higher crime rates, less government transparency, and higher taxes. An essential element of a newspaper's DNA is to bring governmental activities to the attention of citizen taxpayers.

Brag: "Our newspaper is where this community finds out what their elected officials are up to — and our newspaper plays a role in debating the issues. Would you rather live in one of those other communities?"

The first step in regaining our swagger is to embrace the nature of our hard-earned exceptionalism, which comes down to this:

Local newspapers are among the most established businesses in any town, are trusted by their communities and reach a larger combined audience than ever. People consider their hometown paper valuable enough to pay good money for its long-term services. And a town with an active newspaper is statistically a better place to live.

I think that's something worth fighting for and bragging about.

Join me. Let's swagger into the future and make our communities the best possible places to live. It's in our DNA.

*Leonard Woolsey is the president of Southern Newspapers, Inc., and publisher of The Daily News in Galveston, Texas.*

## Help Wanted

### Managing Editor - Fort Payne, AL

The Fort Payne Times-Journal is seeking a managing editor. To thrive in this job, applicants need experience building pages with Adobe InDesign, strong proofreading/copy-editing skills and familiarity with AP style. The Times-Journal offers competitive pay commensurate with experience and one of the best benefits packages available in the community newspaper business including paid vacation and sick leave; medical, dental and vision insurance; and a Simple IRA retirement plan. To apply, send your resume to [steven.stiefel@times-journal.com](mailto:steven.stiefel@times-journal.com). No phone calls please.

### Staff Writer - Dothan, AL

The Dothan Eagle, a Lee Enterprises company, is looking for a Staff Writer who is capable of covering a wide range of topics, including governmental meetings, breaking news, and capturing stories and images, both photos and video, from community events and about people who live in the market for online and print subscribers.

Duties include, but are not limited to:

Writing compelling and well sourced stories that accurately reflect the nature of the community. Producing a combination of daily stories and in-depth projects. Ensuring that photo, video and graphics are in the planning aspect of each story. Writing breaking news stories for websites and social media platforms. Understanding the importance of online presentation and using social media to reach a growing digital audience. Adhering to all company policies.

Qualified candidates must possess the following:

A bachelor's degree in journalism, mass communications, strategic communications or related field or equivalent combination of education and experience, 1-2 years at a newspaper, internship at large media outlet, or strong college newspaper experience in preferred. Valid driver's license with a satisfactory driving record.

Why Join Us?

Lee Enterprises offers competitive wages in a dynamic, interesting work environment with career growth opportunities. We offer an extensive benefit program that can be personalized to your needs. Our benefit program includes medical, dental, vision, short and long-term disability, company provided life insurance and supplemental life insurance. In addition, we offer a 401K retirement plan with company match. We also offer generous paid time off to allow the flexibility to balance personal life and work. This includes paid parental leave for new parents.

Lee Enterprises is a leading provider of high-quality local news, with 77 daily newspapers in 26 states that have print, digital and e-replica versions. Lee's newspapers have a combined circulation of more than 1.2 million daily. Our digital sites attract more than 44 million unique visits monthly. We also have a

rapidly growing roster of digital products for consumers, and are committed to aggressive digital growth.

Lee Enterprises is proud to be an equal opportunity employer. We are committed to attracting and retaining a workforce whose diversity reflects the communities we serve. Lee embraces change, and we recognize that we must create and maintain a culture of fervent inclusion. For more information about Lee, check us out at [www.lee.net](http://www.lee.net).

We are focused on building a diverse and inclusive workforce. If you are excited about this role but do not meet 100% of the qualifications above, we encourage you to apply.

### Reporter - Eufaula, AL

The Eufaula Tribune, a Lee Enterprises company, is looking for a part-time Reporter who is capable of covering a wide range of topics, including governmental meetings, breaking news, and capturing stories and images, both photos and video, from community events and about people who live in the market for online and print subscribers.

Duties include, but are not limited to:

Writing compelling and well sourced stories that accurately reflect the nature of the community. Producing a combination of daily stories and in-depth projects. Ensuring that photo, video and graphics are in the planning aspect of each story. Writing breaking news stories for websites and social media platforms. Understanding the importance of online presentation and using social media to reach a growing digital audience. Adhering to all company policies.

Qualified candidates must possess the following:

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

## KAMEN & CO. GROUP SERVICES, LLC

Print & Digital Media  
Appraisers | Brokers | Accountants



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