

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MARCH 2023

Important Dates



**APA Media Awards
Advertising Contest Deadline:
Monday, March 13
Magazine Contest Deadline:
Monday, March 20**

Online Media Campus

[6 Sales Tools You Need in 2023](#)

[Presenter: Richard E. Brown,](#)

[The Daily Beast](#)

1-2 p.m. March 30, 2023

This training is for sales leaders at all levels and will help construct a solid sales strategy you can enhance and build upon throughout the year!

Register by March 27.

Click [HERE](#) to register.

APA elects new officers

How is APA helping you find and train employees?

Here we go again...The APA office is moving

Newspaper readership remains strong in Alabama

New internship grant opportunities from APA Journalism Foundation Program

AL.com journalists win national Polk Award

Southern Star publisher purchases Union Springs Herald

and more!

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Board of Directors

Dee Ann Campbell, Chairman of the Board
The Choctaw Sun-Advocate/The Leader

Darrell Sandlin, President
TimesDaily, Florence

Denise DuBois, 1st Vice President
The Citizen of East Alabama

Teresa Woodruff, 2nd Vice President
The Moulton Advertiser

Brady Cox, East Lauderdale News
Arlan Blevins, Mountain Valley News
Dennis Palmer, The Selma Times-Journal
Paige Windsor, Montgomery Advertiser
Robert Blankenship, Brewton Standard
Wynn Christian, Dothan Eagle
Patrick Graham, Jackson County Sentinel
Katherine Miller, The Cullman Times
Jeff Martin, The Montgomery Independent
Vince Johnson, Gulf Coast Media
Robert Bozeman, The Evergreen Courant
Maury Wald, Over The Mountain Journal

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Scott Goldsmith, APA Accountant

APA elects new officers

Darrell Sandlin, publisher of the TimesDaily in Florence, has been elected president of the Alabama Press Association. Sandlin succeeds Dee Ann Campbell who became chairman of the board.

Sandlin is a native of Florida, although he calls Bryson City, N.C., his home. "That's where all my family lives, and I spent my summers there growing up," he said.

He has been the publisher in Florence since June of 2009. He has worked in the newspaper industry for over 40 years, working 27 years for Gannett/USA Today and moving 13 times.

He has served as president of the APA Journalism Foundation and held positions on the APA board for six years.

Sandlin has been married to his wife, Alexia "Lexi," for 29 years.

Denise DuBois, executive editor of The Citizen of East Alabama in Phenix City, was elected first vice president, and Teresa Woodruff, general manager of The Moulton Advertiser, was elected second vice president.



L to R: Teresa Woodruff, Darrell Sandlin, Dee Ann Campbell and Denise DuBois

year term are: Dennis Palmer, publisher of The Selma Times-Journal; Robert Blankenship, publisher of The Andalusia Star-News; and Patrick Graham, owner of The Jackson County Sentinel in Scottsboro, The Sand Mountain Reporter in Albertville and The Fort Payne Times-Journal.

Members remaining on the board for another term are Paige Windsor, editor of the Montgomery Advertiser; Wynn Christian, publisher of The Dothan Eagle; Katherine Miller, publisher of The Cullman Times; and Robert Bozeman, publisher of The Evergreen Courant.

The APA Journalism Foundation elected Gary Maitland, executive editor of the TimesDaily in Florence as president. Maitland succeeds Jeff Martin, publisher of The Montgomery Independent.

Maitland is in his eighth year as executive editor of the TimesDaily. While attending college at Union University in Tennessee, Maitland worked full-time as a pressman's apprentice at the weekly Courier Chronicle in his hometown of Humboldt. Following graduation, he became county and city government reporter at the newspaper.

Maitland's 50-year newspaper career spans seven states. His other Alabama jobs include stints at the Prattville Progress and the Montgomery Advertiser.

Barnett Wright, editor of The Birmingham Times, was elected vice president of the APA Journalism Foundation.

New Foundation board members elected were: Aimee Wilson, publisher of The Blount Countian in Oneonta; and Chris McCarthy, publisher of The Messenger in Gadsden.



L to R: Gary Maitland, Jeff Martin, Barnett Wright

New board members elected were: Brady Cox, editor of the East Lauderdale News in Rogersville; Arlan Blevins, publisher of the Mountain Valley News in Rainsville; Jeff Martin, publisher of The Montgomery Independent; Vince Johnson, publisher of Gulf Coast Media; and Maury Wald, publisher of the Over The Mountain Journal in Birmingham.

Members elected for a second two-

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new
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Foundation board members remaining on the board are: Anthony Campbell,

general manager of The Advertiser-Glean in Guntersville; Shannon Allen, publisher of The Sand Mountain Reporter in Albertville; Michelle Key, publisher of The Observer in Opelika; Jennifer Rash, editor of The Alabama Baptist; Bobby

Rice, publisher of the Messenger in Troy; Ashley Trice, co-publisher and editor of the Lagniappe in Mobile; Tim Altork, publisher of The Randolph Leader in Roanoke; and Jonathan Stinson, editor of The Redstone Rocket.

Are you ready to win in 2023?

Editorial Deadline: **March 6**

Advertising Deadline: **March 13**

Magazine Deadline: **March 20**

Visit www.newspapercontest.com to enter the Alabama contest portal, review rules and upload entries.



How is APA helping you find and train employees?

Free On-Demand Video Training now available to APA members

The APA Journalism Foundation is again sponsoring tools to aid APA newspapers in the fight to recruit and train people to their newsrooms.

In 2021, the Foundation enlisted the help of retired publisher and journalism professor Steve Stewart, and APA General Counsel Dennis Bailey to produce seven tip sheets to provide ready-made training for new hires. See Tip Sheets attached.

Now, through a partnership with Kansas Publishing Ventures, the APA Journalism Foundation is offering a FREE on-demand video training journalism

crash course for your newsroom. Click [HERE](#) to see a video to learn more.



[Earn Your Press Pass](#) is not designed to replace journalism school, but will allow you to recruit people within your community and have ready-made training to get them started with professional training.

There are 48 20-minute modules available. The course outlines basics like newspaper jargon, interviewing skills, editing, simple photography, etc.

Course instructor Lindsey Young is uniquely qualified to teach the course with over 10 years of high school instruction under her belt before joining her and her husband's company, Kansas Publishing Ventures, full time in 2016. Lindsey has the teaching background and the practical newsroom know-how that makes for a perfect training partner for newsrooms.

If you are interested in signing up, please send your name, newspaper and email address to felicia@alabamapress.org.

Here we go again...The APA office is moving

In 2019, the APA office moved from Homewood to Vestavia after the office building owned by the APA Journalism Foundation for 26 years was sold.

As we approached the end of the four-year lease of the space in Vestavia, we received an offer that was too good to pass up. The Alabama Broadcasters

Association offered more space for less money and more storage, which eliminated the need to rent storage space



for convention and contest supplies, etc.

As of April 14, 2023, the APA address will be **2180 Parkway Lake Drive, Hoover, AL 35244**. The office is located in the Riverchase area of Hoover.

Please make a note of our new address on all mailings beginning April 14.

NEW internship grant opportunities from APA Journalism Foundation Program

For years, the APA Journalism Foundation has offered internships for member newspapers that provided eight \$1,500 for college juniors and seniors or graduate students.

For 2023, there are six \$2,000 internships available. The program will now be extended to include adults in

the community that may be interested in working at the newspaper.

In addition, the program has added two \$1,000 internships for high school students to cover fall and spring sports or school events in area schools. Do schools in your area have co-op work programs? That would be a great way for you have

extra help and get students interested in our industry. See attached information on these two internship opportunities. Click [HERE](#) to apply. **The deadline is Monday, April 3, 2023.**

Please call the APA office if you have questions or need any additional information.

Newspaper readership remains strong in Alabama

Every month, 81% of Alabama's 4 million adults age 18+ read newspapers in print or online, according to a new Alabama Market Study conducted by Coda Ventures. The study, funded by the Alabama Newspaper Advertising Service, measured media usage and purchase behavior of Alabama adults across urban and rural zip codes.

Who are Alabama newspaper readers? Coda reports:

- 80% are under age 65,
- 61% are homeowners,
- 88% vote in local elections; 79% vote in

state and national elections,

- 86% believe local newspapers are the most trusted source for public notice,
- 73% of Alabama adults read public notices in print or digital newspapers,
- 65% believe that publishing public notices in newspapers should be required,
- 82% believe newspaper advertising is important,
- 74% read advertisements in local newspapers
- 55% use newspapers to decide which products to buy,

The study looked at strength of

newspaper advertising in a variety of advertising categories such as healthcare, banking, and groceries to name a few.

Custom sales sheets for APA members are also available for specific markets. They include market profile, audience profile and five advertising categories. The cost for each market is \$350.

Marianne Grogan and Dave Story from Coda Ventures will be part of the 2023 Summer Convention lineup in June. They will share how newspapers can turn local market insights into ad revenue. See insert.

AL.com journalists win national Polk Award

From *al.com*

A team of journalists from AL.com earned national recognition for reporting that exposed predatory policing in the small town of Brookside.

Reporters John Archibald, Ashley Remkus and Ramsey Archibald won the George Polk Award for local reporting.

The reporting revealed how the police force in Brookside, a town of 1,253 people, used proceeds from fines for nefarious citations and arrests and forfeitures to bilk poor residents of thousands of dollars, increasing revenue by 640 percent over two

years. The police chief, his top lieutenant and more than half of the force resigned or were forced out within two weeks of AL.com's initial story. Two months later, the state legislature passed a law restricting Alabama towns from using revenues from fines and fees to supply more than 10 percent of their budgets.

"The impact of this work has been swift and powerful in Alabama," said Kelly Ann Scott, editor-in-chief and vice president of content. "The work is a classic example of the power of local journalism to shine a light on problems and prompt real change in the



communities we serve. It all starts with listening, asking questions and unraveling the problem to hold the powerful to account. This work had the kind of impact you strive to have as a journalist.

"We're honored to be recognized and proud of the impact that local investigative journalism had here in Alabama."

Southern Star publisher purchases Union Springs Herald

By Sarah Craighead Dedmon

Pierre Little, publisher of The Southern Star, has purchased the Union Springs Herald, one of Alabama's oldest newspapers, and says he's looking forward to spending more time in Bullock County, where the newspaper was founded in 1866.

"I am extremely optimistic we will be able to build upon its success as we have with The Southern Star through the support of community members who subscribe and the business community who advertise in the pages of Union Springs Herald," said Little. "We need both." Since 2011, siblings Johnny and Kim Adams have owned the newspaper, and, in that time, the paper has covered an array of stories ranging from the destruction of moonshine stills to photographing an unusually large turtle.

"We've covered uplifting events in which people volunteer to help others and sad events in which individuals have lost their lives in senseless shootings," said Johnny. "Good and bad people can be

found everywhere, but it's great to know that Union Springs has many wonderful people who are always volunteering their time to improve our town and help others in need."



L to R: Johnny Adams, Pierre Little and Kim Adams

After learning of his success with The Southern Star, the Adams' reached out to Little in December and asked if he would be interested in buying the Union Springs

Herald.

"And I most certainly was," Little recalled. "After meeting with Johnny, his daughter Leslie and sister Kim with a few visits to the famous quail hunting grounds of Union Springs, I was convinced the community was behind this venerable newspaper."

The sale closed on Jan. 30.

In all his newspapers, including two Maine weeklies, the Machias Valley News Observer, and the Calais Advertiser, Little offers free subscriptions for veterans, military members, and first responders such as police, ambulance, and dispatch workers. He plans to bring that tradition to the Union Springs Herald.

"I hope many more residents will support us by joining as paid subscribers to the newspaper," said Little.

With the newspaper's sale now complete, Johnny says he plans to focus his time on his growing law practice, founded in 2018, and says he and Kim are grateful for their time at the Herald.

People



Lizi Arbogast Gwin has rejoined the staff at Tallapoosa Publishing as managing editor. She worked previously as the sports editor for The Alexander City Outlook.

A born and raised Virginian, she describes herself as a sports fanatic and an avid Washington Capitals and Detroit Lions fan. Gwin attended Virginia Commonwealth University before launching a full-time career in journalism.

She began her career in newspapers in 2011 and worked six years as a sports reporter for various Pennsylvania

newspapers.

In 2017, Gwin transplanted to Alexander City to serve as sports editor for The Outlook from 2017 to 2020 and said she immediately fell in love with the area.

She recalls her proudest moment in her journalism career occurred here, when The Outlook won Best Sports Coverage in 2019 by the Alabama Press Association.

Obituary

James Buford Boone, Jr.



James Buford Boone, Jr. died February 13, 2023, at UAB-Highlands Hospital following a brief illness. He was 87.

He was born in Macon, Ga., on November 25, 1935 to

Mr. and Mrs. James Buford Boone, Sr.

Boone, a lifelong newspaperman, succeeded his father, Buford Boone, as publisher of The Tuscaloosa News in 1968 and built over the following half-century a community media company that now owns or manages 91 newspapers and related print and digital products in Alabama, Georgia, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, North Carolina, Ohio, Tennessee, Texas and Virginia.

The company, which had operated as Boone Newspapers, Inc. since its founding, was renamed Boone Newsmedia, Inc. in 2022 to reflect its considerable progress in serving readers and advertisers both digitally and in print.

From 1968 through 1980, Boone served as president of Tuscaloosa Newspapers, Inc., the predecessor corporation of BNI and publisher of The Tuscaloosa (Ala.) News from 1968 through 1978.

Prior to joining his father at The Tuscaloosa News, Boone worked with his mentor Carmage Walls. Seven years were spent as publisher of the Suffolk (Va.) News-Herald, a daily newspaper. Prior to Suffolk, Boone was a business manager and a reporter for the Baytown (Texas) Sun and did group management work with other Walls-owned newspapers in that area. Before the Baytown work, he traveled for Mr. Walls in converting newspapers from hot metal/letterpress to cold type/offset. Prior to 1958, Boone worked six years at The Tuscaloosa (Ala.) News, while a University of Alabama and high school student.

Boone was a 1958 graduate of the School of Commerce and Business Administration at the University of Alabama and an Honorary Doctor of Humane Letters at the University of Alabama (1993). He served the university in many capacities, including positions on the President's Cabinet, Board of Visitors of the College of Commerce and Business Administration, the Board of Visitors of the College of Communication and Information Sciences, and on the board of the 1831 Foundation.

Boone earned the Julia & Henry Tutwiler Award from the University of Alabama and earned admission to multiple Halls of Fame: the Communications Hall of Fame, College of Communication & Information Sciences at the University of Alabama; the Alabama Business Hall of Fame, College of Commerce & Business Administration, University of Alabama; the Civic Hall of Fame, West Alabama Chamber of Commerce (Tuscaloosa); and was named a Pillar of West Alabama by the Community Foundation of Tuscaloosa. Boone was a proud Eagle Scout (Boy Scouts of America).

He married Jane Carolyn Farrior, a native of Lowndes County, Ala., on February 14, 1987.

He was exceptionally proud to be the father of his five children: Kenneth Scholl Boone (Mary Lyman), age 62, owner of The Alexander City (Ala.) Outlook, Dadeville (Ala.) Record, weekly newspapers at Wetumpka and Tallassee, Ala., and LAKE Magazine and Lake Martin Living, each monthly magazines; J. Buford Boone, III, (Cindy), age 60, owner of Boone Ballistics, Tuscaloosa, Ala., conducts ballistics research and consulting, teaches SWAT team and sniper subjects, retired Supervisory Special Agent, FBI, Quantico, Virginia; Martha Frances Boone, Lady Cobbold (Henry), age 58, CEO of Knebworth Estate, Knebworth, England; Dr.

Caroline Boone Rockefeller (Will), age

34, Little Rock, Ark., Doctorate of French Literature, Vanderbilt University; and Catherine Boone Hadaway (Harrison), age 30, Vicksburg, Miss., Publisher of The Vicksburg (Miss.) Post and group manager of The Natchez (Miss.) Democrat and The Brookhaven (Miss.) Daily Leader.

Boone earned multiple industry related awards including the Lifetime Achievement Award from the Alabama Press Association; the Casey Award from the University of Minnesota for leadership in the newspaper industry; and the Frank Mayborn Award from Southern Newspaper Publishers Association for leadership in the industry.

Boone served on the Board of Directors of Regions Financial Corporation and was chairman of the corporate governance committee and a member of the trust committee in Birmingham, Ala. He also served on the Board of Directors at Regions Bank, Tuscaloosa, retiring from both in 2004 after many years of service.

Boone has served on numerous boards, such as the Randall Publishing Company Board of Directors; the Southern Newspaper Publishers Association Board of Directors; American Press Institute Southeastern Advisory Board; West Alabama Chamber of Commerce (past president); Christ Episcopal Church Vestry; DCH Regional Medical Center Foundation (twice past president); Tuscaloosa Academy Board of Trustees (twice past president); The United Way of West Alabama (past director and president and twice drive chairman); YMCA of Tuscaloosa (past director and president); Salvation Army Advisory Board (past chairman); Tuscaloosa Park and Recreation Authority Board (three years as chairman); Journalism Foundation of Alabama Press Association (past president); and on the Board of Trustees of the Westervelt-Warner Museum of American Art in Tuscaloosa.

Boone continued on page 7

Industry

Sunshine Week is here March 12-18

Make plans now to join the annual nationwide celebration of access to public information and what it means for you and your community. It's your right to



know.

Sunshine Weeks is set for March 12-18, 2023. We encourage you to write and share editorials, stories and columns about the importance of openness to your community. Click [HERE](#) for more information.

Sunshine Week was launched in 2005 by the American Society of News Editors

— now News Leaders Association — and has grown into an enduring initiative to promote open government and shine light into the dark recesses of government secrecy.

The News Leaders Association is partnering with The Society of Professional Journalists to host national Sunshine Week tools and resources.

Center for Public Integrity acquires The Accountability Project

From Editor and Publisher

The Center for Public Integrity will steward and grow a powerful tool that puts public records at the fingertips of journalists across the country, thanks to support from the Reva and David Logan Foundation and the John S. and James L. Knight Foundation. The Accountability Project, launched by the Investigative Reporting Workshop in 2019, is an innovative platform that allows journalists to search 1.8 billion public records and counting, as well as organize resulting data for analysis in reporting. It has been used in award-winning and impactful accountability journalism across the country.

Public Integrity, a Pulitzer Prize-winning nonprofit news organization that confronts inequality through investigative reporting, partners with hundreds of local news organizations across the country. That includes collaborative investigations, editing, training, mentorship and access to data sets and analyses that enable local journalists to expose inequity and hold powerful interests accountable.

"TAP will advance Public Integrity's mission by giving our local news partners access to a deep reservoir of government data so they can hold the powerful to account and equip the public with the knowledge to drive change," said Public Integrity CEO Paul Cheung.

TAP solves a problem for journalists: Searching across public data sets can be arduous, particularly on deadline. It also creates opportunity: Finding threads across campaign finance data, property records, business ownership and other sources can yield important stories about conflicts of interest, outsized influence and other issues that warrant deeper public scrutiny.

Seeing a need to streamline public data sets, the Investigative Reporting Workshop created TAP with the support

of the Reva and David Logan Foundation to put much of that data in one place so journalists, researchers and others could search across otherwise siloed data.

Connections between IRW and Public Integrity run deep. Both were founded by Charles A. Lewis, and TAP was conceived by the late David Donald, a former data editor for both the Investigative Reporting Workshop and Public Integrity.

"TAP will advance Public Integrity's mission by giving our local news partners access to a deep reservoir of government data so they can hold the powerful to account and equip the public with the knowledge to drive change."

Jennifer LaFleur, now senior editor at Public Integrity, oversaw the creation and launch of the platform in 2019, along with lead developer Jacob Fenton, and will now work to expand its use by local journalists.

"I'm thrilled that what began as an idea sketched out on a napkin over lunch has grown so tremendously," said Lewis, now the emeritus executive editor of IRW. "And I couldn't think of a better place for it to land than [Public Integrity]."

TAP began with data related to money in politics and has added data on nonprofits, voters, business licensees and public employees.

In his original proposal for the project,

Donald stressed the need for data among accountability professionals. "The key is the link among databases that provide the connections that allow us to hold the powerful accountable for their decisions and actions," he wrote.

Everyone who has contributed to TAP at IRW and now Public Integrity has worked to make his dream a reality, building it into a robust search site that now has more than 1.8 billion records.

"I'm so proud of the work that everyone involved with TAP has put in to make it a success," LaFleur said. "I'm also grateful for the many partners who worked with us, most notably the Midwest Center for Investigative Reporting."

TAP can be a powerful tool for gathering background information on individuals, organizations and addresses. For example, searching a single name or address on the name search page will yield a list of hits for that name or address across every data set in the collection. From there, you can start digging deeper.

TAP features a wide array of federal and state data including: Campaign contributions, expenditures and lobbying data; Data on nonprofits nationwide; Government contracting; Public employees; Voter registration

Learn more about the TAP data collections [HERE](#).

While much of the data is available without an account, some data requires a free login, which you can request [HERE](#).



Founded in 1989, the Center for Public Integrity is one of the oldest nonprofit news organizations in the country and is dedicated to investigating systems and circumstances that contribute to inequality in the United States.

Boone

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Boone was a founding member of St. Paul's Anglican Church in Tuscaloosa.

Boone moved in 2022 from Tuscaloosa to Lowndesboro, Ala. and remained active in BNI and with its affiliate newspapers until his death, regularly meeting with senior management, publishers and other staff members by video conference.

He was predeceased by his parents, James Buford Boone, Sr. and Frances Herin Boone; and Janette Boone Younkin, his sister.

Jim is survived by his wife of 36 years, his five children, seven grandchildren, Christopher O'Brien Boone of Berlin, Germany; Riley Frances Boone Harris (John Wayne) of Virginia; Dr. James Kenneth Boone (Jenny) of Colorado; the Hon. Morwenna Gray Lytton Cobbold Bush (Phil) of London; the Hon. Edward Stucley Fromanteel Lytton Cobbold of Knebworth, England; Anne Winthrop Hargrove Rockefeller and Lillian Jane Rockefeller of Little Rock, Ark.; one great-grandchild, Dorothy Frances Harris of Virginia; Laura F. Younkin, his niece of Georgia; his nephews William E. Younkin, Sr. (Charlotte) and William E. Younkin, Jr., Charles T. Blount and Samuel D. Blount

of Cecil, Ala.; and his niece Michelle Y. Blount (Ronald) of Cecil, Ala.

Pallbearers will be Christopher O'Brien Boone, Dr. James Kenneth Boone, William Dickson Farrior IV, Charles T. Blount, Samuel D. Blount, and William E. Younkin, Jr. Honorary pallbearers are managers and publishers of Boone Newsmedia.

In lieu of flowers, the family would appreciate donations to the UAB Boone Optic Nerve and Retinal Research Support Fund, UAB Advancement, 1720 2nd Avenue S., AB 1230, Birmingham, Ala. 35294, or to Lowndesboro Landmarks Foundation, PO Box 34, Lowndesboro, Ala. 36752.

Columns**Prime time to take inventory of your newsmakers**

by Jim
Pumarlo

Here's a periodic action item for every newspaper: The exercise can be quite revealing in evaluating how you are connecting with various audiences. It is even more important in today's fractured media landscape and as everyday interaction can still be challenging in the aftermath of the pandemic.

For starters, ask reporters to identify the community newsmakers in a brainstorming session. Better yet, divvy up newspapers from the last several weeks and circle the names and faces in the stories and photos.

Then identify those folks who appear with some regularity. Several individuals are likely to be on the list, no matter the community: for example, the mayor and city council president; the superintendent and school board chair; the county's chief administrator and the county board chair; local legislators. You get the drift. Newsrooms by and large do a commendable job of writing for the source, especially when it comes to public affairs reporting. Public officials speak, and their statements are recorded. They issue press releases, which often are published verbatim. They are fixtures in many photo ops.

Make no mistake: What public officials say and do warrant notice.

At the same time, newspapers are shortchanging their readers – their customers – if they do not expand their definition of newsmakers in community conversations. That means exploring and talking with all the players – those affected by the

news as well as those making the news.

For example, consider a city council debate over whether to provide tax incentives for a big-box retailer to anchor a new strip mall on the edge of town. Broaden your reporting beyond the required public hearings. Will the discount store strengthen the city as a regional retail center? What's the anticipated impact on downtown merchants? Investigate the experiences of similar developments in other towns. Do a man-on-the-street interview. Why should this commercial development receive special treatment when others have not?

Seeking and reporting these additional perspectives will enrich the community conversation on this important decision. The extra research will provide new names and faces.

Equally important in this exercise is examining daily routines. It's only natural that content often is framed by your regular connections. How often do you get out of the office to connect with folks firsthand? Do you take the same route to and from work? Do you eat lunch at the same restaurant with the same friends? Do you attend the morning coffee roundtable at a local cafe? Do you belong to any service clubs? Do you ever talk with the individual or company who is the focus of a government proceeding?

Try this for starters. Connect with a new face – someone beyond your usual network – once a week, every other week, each month. These new contacts will appreciate the outreach, and you'll be surprised how conversations may enrich news content.

Editors and reporters must constantly ask: Are we relevant to our community? Are print and digital platforms dominated

by the same set of newsmakers, or are we looking beneath the surface to identify the full cast of characters?

Scrutinizing coverage goes beyond examining the meetings and decisions of local governments. Routinely brainstorm all aspects of everyday coverage. It can be as easy as tracking down and inserting other voices beyond those provided in a press release or presented at an event.



Invite other members of the newspaper family to assist in the conversation; employees across your operations often represent a cross-section of the community. As you tackle a bigger news project, convene a roundtable of selected residents and solicit their ideas.

Expanding your bucket of newsmakers is all about going beyond the story served on a platter. Indeed, digging beneath the surface takes legwork – and it produces long-term benefits. The enhanced coverage is more interesting and relevant, and you'll likely pick up some new readers.

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.

Columns

The power of enthusiasm



*Ad-libs
by John Foust*

In the advertising business, there are thThere's a story about a professor of literature at the University of North Carolina in Chapel Hill. As he approached retirement, someone from the newspaper interviewed him. During the course of their conversation, the reporter asked the wise old professor about the most beautiful words he had ever read. He paused for a second or two and said, "Walk with light."

"That truly is beautiful," the reporter said. "Who wrote those magnificent words? Shakespeare? Milton? Keats?" "No," he replied. "It's a sign at a cross-walk across from the campus on Franklin Street."

Walk with light. We could discuss the deep meanings and implications of "light" all day long. But for now, let's use it as a metaphor for enthusiasm. When we go through the day with enthusiasm, we cast a positive light all around us.

Don't get the wrong idea about enthu-

siasm. Jumping up and down is animation, not enthusiasm. While some people are naturally animated in their enthusiasm, genuine enthusiasm is an inner sense of optimism, excitement and joyful anticipation. My Great-Aunt Maude, who lived to the age of 106, was one of the most enthusiastic people I've ever known. When I visited her in her later years, she radiated enthusiasm with a great big smile that said, "I'm happy you're here."

It's been said that the last four letters of the word "enthusiasm" stand for "I am sold, myself." That's especially true in the world of advertising, because it's our business to sell and create ads that help our clients sell their products. If we aren't excited about that, how in the world can we expect our advertisers to be excited about buying what we sell?

Enthusiasm is not frivolous. When it comes to work, enthusiasm is a roll-up-your-sleeves word. Ralph Waldo Emerson famously wrote, "Nothing great was ever achieved without enthusiasm." Elbert Hubbard, a noted author and philosopher said, "Enthusiasm is the great hill-climber." And opera star Placido Domingo once commented, "My strength is

my enthusiasm."

Some people are naturally enthusiastic, while others may struggle with the idea. After all, it's difficult to be excited all day long, even for people for whom enthusiasm comes naturally. So, how do you become more enthusiastic? Many believe that the secret is to break it into smaller pieces. For example, instead of making a general statement like, "I'm going to be a more enthusiastic person," focus your attention on something like, "I'm going to be enthusiastic about contacting that list of prospects." Then you can attack that list with greater energy for shorter periods of time.

Enthusiasm is a matter of setting a goal and managing your attitude as you reach toward that goal. You might say, "I'm going to get excited about making my report at the next sales meeting." With such a specific and doable goal, that effort can lead to an even better report at the following meeting, and so on. That's how to build positive momentum.

Enthusiasm can light the path.

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

Help Wanted

Sports Reporter - Anniston, AL

The Anniston Star seeks a sports reporter to join its award-winning newsroom. This is a hybrid position with a mix of working at home and some office responsibilities. The salary will be competitive. The primary responsibilities will be high school sports and some Jacksonville State football.

Building on a distinguished journalistic legacy of more than 100 years of family ownership, the newspaper is looking for a talented journalist who understands reporting for digital and print products, can write breaking news and community features, cover events, and develop relationships with sources.

Applicants should have a degree in journalism, history, creative writing or a similar field. If you're a recent graduate, that doesn't rule you out. Please go ahead and apply. But, any experience in the industry will be a plus for any candidate.

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

General Assignment Reporter - Pell City, AL

The St. Clair News-Aegis is seeking a part-time general assignment reporter to cover all aspects of the county. The beat is flexible for a

reason: If you're eager to do meaningful journalism, we'll play to your strengths.

Ideally, this reporter will cover municipal governments, features and the arts. You won't be churning out mundane meeting coverage or clickbait. This is a position for someone who can sift through the noise to produce powerful stories that resonate with the people of St. Clair.

We're looking for a clean writer with strong storytelling skills. If you've worked much with alternative story forms, that's a plus. You should also be comfortable taking photos and videos. News often requires quick turnarounds: That said, we value depth above quantity.

The News-Aegis has been St. Clair's hometown weekly newspaper since 1873. Today it's part of CNHI's national daily and weekly newspapers. If you want to join a small-town paper with big-city resources — CNHI's headquarters are just down the road in Montgomery, Ala. — a great deal of autonomy and the ability to make a difference in a community that prizes its news, this could be the position for you.

CNHI is an equal opportunity employer and diverse candidates are strongly encouraged to apply for this position. Contact editor Tom Mayer at tmayer@newsaeigis.com if you're interested. Include an introductory letter, a resume and links to some of your best work.

General Assignment Reporter - Decatur, AL

The Decatur Daily, a five-day daily covering three counties in north Alabama, is investing in its newsroom as it seeks to produce more quality journalism. We are looking for a general assignment reporter who is able to develop sources, dig for stories of importance to our readers, handle hard news and tell a compelling story. The successful candidate will cover a wide range of topics, including police, local government, education and enterprise stories. Accuracy is essential.

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

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

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

Alabama Press Association Media Summit | February 10, 2023



Delegate students, their professors and active members listen and discuss working in the newspaper industry with a panel: (L to R) Barnett Wright, Dan Busey, Breanna Minter, Jeff Martin



APA Past Presidents: Front row L to R, Steve Steward, Cy Wood, Luke Slaton, Bo Bolton, K.A. Turner, David Moore, Joe Thomas, Ben Shurett



Lifetime Achievement recipient David Proctor of The Clay Times-Journal, and his family at the awards luncheon.



Incoming APA President Darrel Sandlin (L) presents plaque to APA's president for 2022-23, Dee Ann Campbell (R).



Newspaper leadership met and mingled with journalism student delegates from The University of North Alabama, Auburn University, Jacksonville State University, The University of Alabama, Auburn University, Auburn University at Montgomery and Troy University.

