

# AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

SEPTEMBER 2023

## Important Dates

*Please send APA a copy of your statement of ownership tearsheet. For more information see story on page 2.*

Online Media Campus  
Seminars

10 Ideas That Will Instantly  
Grow Your Audience

**1-2 p.m. Oct. 12, 2023**

*As algorithms change and media organizations look for new ways to grow their audience, it's critical you know the levers to pull to attract more eyeballs and dollars. This promises to be a session with lots of practical ideas and takeaways that any size media company will benefit from.*

Click [HERE](#) to register.

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Kansas newspaper raid a chilling addition to  
troubled horizon for local journalism

Get more mileage out of testimonials

Kansas case is an inflection point for rural  
newspapers

**APA/ANAS NEW Address:**

2180 Parkway Lake Drive

Hoover, AL 35244

## **URGENT: APA's forwarding order will expire soon!**

We need you to update our address so we can continue to get your papers.

### **PLEASE UPDATE APA MAILING ADDRESS FOR:**

**- circulation / newspapers**

*(we only need one paper along  
with access to a digital version  
as part of your dues)*

**- billing & tearsheets**

*(advertising bills)*

**- accounts payable**

*(when you send dues  
or convention fees)*



## **APA's New Address:**

**Alabama Press Association  
2180 Parkway Lake Drive  
Hoover, AL 35244**

*(old address was 600 Vestavia Parkway, Suite 219, Vestavia, AL 35216)*



**Alabama Press Association**  
Alabama Newspaper Advertising Service Inc.  
2180 Parkway Lake Drive  
Hoover, AL 35244  
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## Plan now for National Newspaper Week

National Newspaper Week 2023 will be observed Oct. 1-7, 2023. This 83rd annual National Newspaper Week is a recognition of the service of newspapers and their employees throughout the United States and Canada and is sponsored by Newspaper Association Managers.

In Print. Online. For You.

**National Newspaper Week**  
#newspapersyourway

Material, including editorials, cartoons, promotional ads and more, is now available at no cost to APA members. You can access the information [HERE](#).

The theme this year is In Print. Online. For You. #newspapersyourway. The information includes logos, ads, social

media posts, editorials and editorial cartoons. There will be additional editorials and editorial cartoons added in the coming days, as well as 2x2 network ads.

All of the materials were developed from data derived from the Coda Ventures nationwide study conducted for America's Newspapers.

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

Please also make it local by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices.

APA has paid a fee so that members can download the information at no cost.

## Statement of ownership filing due in October

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

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

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

- Not later than Oct. 10 for publications issued more frequently than weekly.



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

**Please send a copy of your Statement of Ownership to the APA office at: 2180 Parkway Lake Drive, Hoover, AL 35244 or email to [jaclyn@alabamapress.org](mailto:jaclyn@alabamapress.org).**

## Baldwin County Bridge decision does not directly address executive privilege

In the dispute between Baldwin County Bridge Company (BCBC) and John R. Cooper, in his capacity as the Director of the Alabama Department of Transportation, the Alabama Supreme Court recently ruled the State of Alabama was immune from the underlying claims.

The dispute centered around the department's decision to build a new bridge over the Intercoastal Waterway in Baldwin County to help alleviate the traffic along State Route 59 and provide an additional evacuation route from Alabama beaches.

BCBC asked APA and the Alabama Broadcasters Association to file an amicus brief supporting the lower court

finding that "executive privilege" does not protect the emails regarding the selection of the bridge location after the decision has been made.

Currently in Alabama, the law does not specifically address the issue of "executive privilege," although such records are presumed opened unless they are exempted by statute.

The danger of our not weighing in was the possibility that an expansive view of the "executive privilege" would create a new and large category of records which cannot be viewed by the public.

The brief stated that executive privileges are creatures of federal law  
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that have not been recognized in Alabama. These privileges, if recognized and broadly applied, will grant the state's executive branch sweeping powers of secrecy to the detriment of the public's right to know.

In addition, applying an executive or deliberative process privilege to hide communications about where a bridge is going to be built will only make it more difficult for the public to acquire information about how its own government works.

The ruling that the state was immune

from the underlying claims never directly reached the executive privilege issue, making any question of executive privilege moot.

The result is APA and ABA received no answer to the question of executive privilege.

From APA Attorney Dennis Bailey:

*I would point out that in the opinion (pg. 7 footnote 3) the Court does cite Assured Investors Life which we cited to in our brief (see pages 12, 13, 15 & 16) as discussing limits on Executive Privilege. So, while we did not receive a ruling on the scope of executive privilege, the Court did cite a 1978 case which recognizes that the executive*

*privilege must be narrowly construed and historically has been reserved for military and diplomatic state secrets. A good quote from the case originally authored by the United States Supreme Court is somewhat comforting:*

*"It can no longer be claimed that a naked assertion of privilege by the executive is sufficient to assure non-disclosure. 'Judicial control over the evidence in a case cannot be abdicated to the caprice of executive officers.' (Reynolds, 345 U.S., at 9-10, 73 S. Ct. 528, 97 L. Ed. 727.) Therefore, the responsibility of evaluating the claim of privilege devolves upon the Court. This can no longer be questioned."*

## Intern thrives at Cullman and Athens papers

*Editor's note: Justin Travis, a student at Jacksonville State University, participated in the APA Journalism Foundation Summer Internship Program with The Cullman Times and the Athens News-Courier. Here is his report.*

I was fortunate enough to learn about an internship opportunity for The Cullman Times and The Athens News Courier, after attending the Alabama Press Association's 2023 Media Summit in Birmingham.

It was there I met the editor of the paper, Tom Mayer, after speaking up during one of the day's meetings about the impact of local coverage. I talked to a lot of editors for other papers that day, all of which I was grateful to get to know. That being said, when it came time to decide where I wanted to spend my summer for an internship, I knew exactly where I wanted to go.

My first week on the job was all about getting settled into what the world of news really looked like. At first, I thought that the new job would not come as too much of a shock, with me working as the sports editor for my campus's paper — The Chanticleer at Jacksonville State University. Safe to say that my assumption was wrong, because I was blown away with just how much work each reporter had to do on a daily basis.

At the office in Cullman, I was blessed to get to learn under veteran sports editor Jake Winfrey, who taught me new things each and every day I went into the office. It was with Jake, on the car rides to different practices and camps, I truly learned what it takes to be a successful sports journalist. I believe because of my internship, I gained not just a great

connection in Jake, but a valuable mentor I will be able to pick the brain of for years to come.

While at the office in Cullman, I was fortunate to be able to work with writers Amanda Shavers and Patrick Camp on a large magazine story they entrusted me to handle.

My time with The Cullman Times is one that I will always look back on, and cherish as the time that I realized what I want my career to be like.



*Justin covered some local sporting events as part of his internship. This photo was taken by Justin at a community-wide track and field meet for Cullman elementary students.*

A few weeks into the job, I went to the Athens office where I was lucky to work with Nicolle Praino in the sports section there. It was under Nicolle that I learned the most about the interviewing process. Whether it was over the phone, or in-person, I learned how to conduct myself while asking questions to people of various ages.

My first time interviewing people for the job was with Nicolle at the Athens Youth Basketball Camp. There I got to interview the head coach of the team, two players from the team, basketball legend Richard Hendrix, and five little kids from the camp. That story - which I also ended

up writing - was the first time I realized that I can interview anybody, at any given moment.

Around the halfway mark of my internship, I started to spend more of my time with the News Courier staff which allowed me to get more hands-on experience with stories. I started writing a sports story for each paper that we ran in a given week, allowing me to truly learn how a writer comes up with a story each day in the office.

I began to follow up with athletic directors on events their schools were holding each week. I started following the social media pages for local sports clubs around the Athens area, to find a story on them. In my interviews, I would hold on to information that I learned about people around the town for later stories. Doing all of this allowed me to be able to come to the office with a prepared story, with people to interview, and pictures to get, each day before the paper deadline.

I will forever be grateful to Mr. Mayer for taking a chance on a rising senior from a mid-major college, and inviting me to join his writing staff this summer. I have been blessed with many opportunities in my life, and this experience is another one I will look back on with great fondness.

Anyone should consider themselves lucky to spend as much time as I did with the people who made my internship so enjoyable like Jake Winfrey, Nicolle Praino, Amanda Shavers, Christy Bailey, Patrick Camp and Anna Moyers.

## Armstrong joins APA staff

Cassidy Armstrong, a graduate student at Samford University, has joined the APA staff as the tearsheet clerk and office assistant.

She is a native of Eunice, La., and is working on her graduate degree in social work.

Armstrong attended LSU-Eunice, and completed her undergraduate work at University of Louisiana at Lafayette. She earned a bachelor of science degree in

Psychology with a minor in sociology.

Having grown up on a rice and crawfish farm in Eunice, Armstrong is looking forward to new adventures. "I'm looking forward to this new season and to learning in a new environment," she said.

"Cassidy has jumped in and proved to be a great asset to APA," APA Senior Marketing Representative Leigh Leigh Tortorici said. "Her maturity and organizational skills are excellent."



Cassidy Armstrong

## "Earn Your Press Pass" gets a positive review

*From Jennifer Davis Rash, TAB Media Group*

Thank you for providing access to the "Earn Your Press Pass" modules by Lindsey Young, co-owner of four community newspapers in Kansas.

Lindsey puts her teaching background to work in the Press Pass set of instructional videos she created as a crash course for those who have found themselves in the newspaper world without official journalism training.

The individual videos are informal in nature, easy to follow and excellent for those who are needing to get the basics down quickly.

Lindsey's pointers also are great refreshers for those of us with journalism degrees and experience in the field. She also reminded me of areas I need to make

sure our staff understands and provides a convenient way to train interns and new hires.

The only negative I found was the lack of video and audio training as most of our print newspapers now need digital offerings, but that really wasn't the purpose of her training. It is meant to focus on the content and preparation that goes into print newspaper coverage, and she provides solid instruction in this area.

Lindsey mentions several times to check with "your" publisher about style and policy specifics. Each time she noted this, I was reminded how easily it is for new hires to join the team and miss out on some of the items that veteran members take for granted.

I highly recommend all APA members carve out about 15 minutes per day to

work through the videos, at least the ones with topics you know need attention. This simple step might just take your team's overall quality up a significant level.

*Through a partnership with Kansas Publishing Ventures, the APA Journalism Foundation offers 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.*

## Leech named BBJ managing editor

Marie Leech was recently named managing editor at the Birmingham Business Journal. She is a former

education reporter for The Birmingham News and has been doing freelance work in the Birmingham area in recent years.

Leech has a Bachelor's degree in journalism from Auburn University.

## Winfrey named CNHI sports editor

Jake Winfrey has been named sports editor for CHNI's Alabama group, which includes The Cullman Times, The News-Courier in Athens and the St. Clair News-Aegis in Pell City.

Winfrey began his journalism career

as an intern at the Opelika-Auburn News in 2012. He joined The Cullman Times as a sports writer later that year, a position he held until February 2017, before being promoted to sports editor.

Since that promotion, Winfrey has

earned 17 Alabama Press Association awards among other honors. In 2022, he claimed APA first-place finishes for best sports coverage and best sports single event story.

## Georgia Press Association seeks executive director

Local Matters. From rural weeklies to metropolitan dailies, Georgia newspapers are close to the heart and soul of the community in every city and town. For the last 136 years, the Georgia Press Association has worked to foster and grow this framework to better serve its industry and state. But its mission has remained the same: Create an organization that would

protect, promote, foster and advance the interest of the newspaper industry in Georgia. Now, GPA is searching for a new executive director to help guide the association and its board in fulfilling this mission.

After 37 years of steady and dedicated leadership, GPA's current director, Robin Rhodes, is retiring, and the organization is

looking for its next strategic and visionary leader.

The new executive director will be responsible for implementing the mission and vision of the organization, providing strategic input, planning and leadership on issues affecting the organization and industry. The director will need to develop

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GA

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sound programming for the membership as well as manage policies and procedures relating to marketing, public relations and fiscal/budgetary matters.

In addition, the director will be expected to grow advertising partnerships with major agencies and companies, along with state

agencies of importance to the newspaper industry. The director will also be expected to identify sources and secure funding for GPA's statewide news service, Capitol Beat.

Other duties include planning and coordinating board of director meetings, preparing the annual budget, operating the association within the budget guidelines, administering employee policies and procedures, and continuing to develop job-related knowledge, skills and abilities

by participating in continuing education opportunities for personal growth and development. A bachelor's degree or equivalent combination of training and experience are necessary, along with eight years of progressively responsible management experience.

All interested candidates may submit a cover letter and résumé to Eric NeSmith, [enesmith@cni newspapers.com](mailto:enesmith@cni newspapers.com).

## National press organization weighs in on postal plan

The News/Media Alliance and the National Newspaper Association sent comments to the Postal Regulatory Commission on September 15 addressing the possibility of a Performance Incentive Mechanism (PIM) being applied to Periodicals class mail. The comments state that if a PIM is applicable, it should

remove an additional 2 percent surcharge unless the Postal Service achieves 95 percent on-time performance for Periodicals.

The Alliance also submitted a letter on September 15 to the USPS on the draft Flats plan, which was a requirement of the Postal Service Reform Act of 2022.

The Alliance is encouraged that the Postal Service is seeking industry input; however, we state that the plan should include more clear and verifiable metrics, a focus on lower costs, and further examination of all cost centers that have led to flats processing issues.

## Kansas newspaper raid a chilling addition to troubled horizon for local journalism



by Layne Bruce  
Mississippi Press  
Association

Few developments have sent a shock wave through the media industry this century like the law enforcement raid on the Marion County Record in Kansas Aug. 11.

The massive overreach of authority has been contextualized in the days since when it became apparent the newspaper — particularly aggressive for its size — had been delving into the employment history of the community's new police chief. What followed the Record's inquiry into Chief Gideon Cody was a response hardly seen in a country where the freedom of the press is enshrined in the constitution.

After a local woman alleged to the chief that the newspaper had illegally accessed her driving record, police unleashed a raid that encompassed the newspaper's office as well as that of the home of its editor. A day later, the editor's mother, who also resided in the home and was there when the cops rifled through the place, collapsed and died.

The paper attributed her death to stress caused by the raid. For his part, Cody denied the raid was in any way motivated by a personal vendetta against the paper or the reporter who was asking questions about his employment history in Kansas City.

"The raid was so unusual, and so

alarming in its implications for the news media, that it quickly exploded into an international story," reported The Washington Post.

The response was damning and deafening.

The Post's "all-that-is-known" story from Aug. 26 paints a portrait of a community with a love-hate relationship with its newspaper. While only 12,000 people call the county home where the Record is published, it boasted a print and digital circulation of 4,000. That is exceptional penetration for a newspaper, even going back to the halcyon days of print journalism.

But the Post report also detailed a number of skirmishes with readers in recent years over the intense nature of the Record's reporting on deadly accidents and the no-holds-barred approach of its editorial page, which has more than once resulted in a feud with the town's mayor.

Those skilled in the industry would recognize being at odds over issues like this is a sign a newspaper is doing its job, even if some readers find it abrasive. This effect is multiplied many times over in small communities where the subject of one unfavorable article or critical editorial might be same person the reporter runs into in the frozen foods section of the local grocery store.

That is part and parcel of local journalism. And it's true that what happened in Marion potentially has a chilling effect on an industry already set on its heels by a variety of challenges — many of which existential.

In the movie "All the President's Men," dogged reporters Carl Bernstein and Bob Woodward, portrayed by Dustin Hoffman and Robert Redford, respectively, begin to constantly look over their shoulders as paranoia grows about their personal safety while reporting on the explosive Watergate scandal of the 1970s.

That kind of paranoia is good movie making, but it really didn't translate to the normal day-to-day proceedings of local journalism. Times are changing.

The Kansas raid continues a trend over the last decade where the sanctity of journalism and the safety of those who practice it has been tested ever increasingly in the U.S., one of the few bastions on the planet that has so fervently protected reporters and their work.

Last September, Las Vegas Review-Journal reporter Jeff German was murdered by a local public official on whom he'd been reporting.

And it's impossible to talk about threats against journalists without recalling the mass shooting deaths of five members of The Capital Gazette staff in Annapolis, Md., five years ago.

The Kansas raid distinguishes itself by being an incursion on the freedom of the press so far without precedent. And it's part of a deeply troubling period for the model of journalism and those who practice it.

*Layne Bruce is executive director of the Mississippi Press Association and former journalist. His email address is [bruce@mspress.org](mailto:bruce@mspress.org).*

Columns

Get more mileage out of testimonials



Ad-libs  
by John Foust

Back in my ad agency days, I worked with a real estate client on a series of customer testimonials. We started with one, then added another and another. The final count was more than a dozen, which kept the campaign fresh and gave us a lot of flexibility.

The plan was to run smaller ads with one testimonial, and then to place three small testimonials at the top of weekly, full-page ads which featured descriptions of houses for sale. The ads attracted attention from prospective buyers and sellers (many of whom recognized their neighbors) and the company's agents (who were proud when their clients were featured). One testimonial photo and quote featured a South Korean couple who had relocated to the area, when one spouse's high-tech employer moved a number of executives to North Carolina from that country. The quote appeared in Korean, which appealed to others who were relocating with the same company, in addition

to attracting a lot of attention on the page.

This strategy gave us more mileage than a campaign with two or three testimonials, because there were so many different combinations. If you'd like to try something similar, here are the steps to take:

1. Select the right testimonial subjects. Your advertiser can make the choices. Go for variety: some individuals, some couples, and some international customers, if possible. In the case of real estate, balance testimonials between home buyers and sellers.
2. Get the right testimonial quotes. You can coach your advertiser on how to do this. Keep the quotes brief, with a target of 10 to 20 words. The quotes can be obtained by phone or email, or even in person. Make sure the subjects understand that their comments may be edited slightly for brevity.
3. Be specific. A testimonial ad is a way to convey selling points about the advertiser. As a result, it's important to ask questions to direct answers in the right direction – and to create a variety of statements. "XYZ's service team responds quickly to calls. I can always count on them" is more informative than "The XYZ Company is

great. I really like them." The next quote can focus on something other than service – product selection, for example.

4. Photos are a must. Taking photographs has gotten simpler with each year. It's okay to use your phone. Headshots are best. Clean, uncluttered backgrounds provide better ad reproduction.

5. Get signed releases. Depending on the laws in your area, make sure you have the proper permission to use each testimonial. Release forms can be found online.

6. Establish a rotation. Be flexible. The more testimonials you have, the greater the possibilities – some ads with one testimonial, some with multiple testimonials.

7. Thank (but do not pay) your testimonial subjects. Unpaid testimonials from real customers have the ring of authenticity. Your advertiser should send a nice letter, along with their photo (preferably 5x7) and a copy of an ad in which they appeared. It's another chance for your advertiser to strengthen their relationships with clients.

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

Kansas case is an inflection point for rural newspapers



by Al Cross

After local police raided the office of the Marion County Record and the home of its owners, creating a national outcry that was entirely justified, the question was asked in newspaper offices around the country, and sometimes in their pages: "Could this happen here?"

It's more likely in some places than others, depending on the nature of the paper, the town, its leaders and the police.

In the Record's case, the accountability journalism that Publisher Eric Meyer practiced and taught in Milwaukee hasn't gone down well with some powerful people in his hometown of Marion, Kansas, since he returned two years ago.

But eight years ago, such a raid would have been hard to imagine, even in towns where the newspaper's relations with police and elected officials are poor.

What has happened in the last eight years? For one thing, social media have

become the primary source of information for Americans, and a presidential candidate – who was president for four of those years – has used social and other media to cast all news media as "the enemy of the people."

Social media are often more compelling and entertaining than the local news reported by community newspapers, so they have shifted Americans' attention more in the direction of national events and issues. That, and the declining audiences of local news media, have reduced citizens' familiarity with their local media and blurred the distinctions between local and national media.

All that gives comfort and perhaps license to the adversaries of local news media, like the Marion police chief who's past the Record was investigating but had not reported at the time of the raid. Using some trumped-up assertions and assumptions, he got a low-level magistrate from another county to sign search warrants.

The day after the raid, Meyer's 98-year-old mother, who worked at the weekly for 50 years, collapsed and died, and her son blamed it on the police.

Surely no one wished ill, much less death, to Joan Meyer. But the Record's case is not a one-off; in March some law-

enforcement officials in next-door Oklahoma said they would like to kill the weekly McCurtain Gazette reporter who had been investigating them.

Again, it's hard to imagine such a conversation happening eight years ago. The corrosion and division of our national public life has leached into our small towns, and it seems that in some of those places, the more a community newspaper tries to fulfill its role completely, the more it is seen as an enemy – if not of the people, of their leaders.

It's a maxim of rural journalism that it's more difficult to do hard-nosed accountability journalism in rural places. Resources are fewer, and the folks you try to hold accountable are your neighbors. If they have economic or political power, that can make accountability journalism more difficult, and editorial timidity is common in community papers.

That's a matter of degree, to be sure. America has rural newspapers that cover courthouses and city halls like they were state or national capitols, and have strong editorial pages; at the other end of the spectrum it has those that barely cover the regular meetings of public agencies and serve as

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public-relations vehicles for elected officials. That's a wide spectrum, and I fear that its median point is moving in the latter direction, for several reasons.

The shrinkage of newspapers' audiences and revenue have made them less independent, less willing to risk economic or other harm. The polarization of national politics has reached the local level, making some excellent rural editors think twice or pull their punches when looking beyond the county line, or stop publishing letters and commentaries about non-local issues because they are so divisive. (You can read about those trends in "The Trump Effect on Rural Communities and their Newspapers," a chapter I wrote for The Future of the Presidency, Journalism and Democracy, published last year by Routledge.)

The raid on the Record is an inflection point on that spectrum. Will it mainly stiffen

the backbones of rural newspapers, prompting rededication to accountability journalism? Or will more worry that making waves isn't good for a business that needs no more risks?

Community journalism is more than a business; it is an essential public service, envisioned by our nation's founders when they wrote the First Amendment. Many Americans still understand that, but not enough, partly because they're no longer engaged with it. Rebuilding that audience requires, in part, engaging with them on the social-media platforms where they have gone – and explaining the difference in social media and news media.

Here's my freshly revised elevator speech on that point: News media pay for journalism, which practices a discipline of verification: We emphasize facts, and we tell you how we got them. Social media emphasize opinion, and have no discipline or verification. Which should you trust?

And when we explain accountability jour-

nalism, news media need to make clear that they are accountable, too. And that watchdogs sometimes bark when they shouldn't – but if a watchdog doesn't sometimes engage in extraneous barking, it does not serve the purpose for which you got the watchdog.

Most Americans want watchdogs. Eric Meyer told Dan Kois of Slate, "If you read my email, they're supporting us from the extreme left and the extreme right. This is one of the few issues that unites both sides."

Meyer told me that many express their support privately but not publicly. That seems not to bother him. "We're sticking to it," he said. "We want to set an example that we won't be intimidated."

*Al Cross edited and managed rural newspapers before covering politics for the Louisville Courier Journal and serving as president of the Society of Professional Journalists. He is director emeritus of the University of Kentucky's Institute for Rural Journalism and can be reached at [al.cross@uky.edu](mailto:al.cross@uky.edu).*

**Help Wanted**

**Sports Writer- Florence, AL**

TheTimesDaily, located in Florence, Alabama, has an immediate opening for a sports writer.

Primary duties include covering 32 high schools with an emphasis on player features rather than the mundane play-by-play story. The successful candidate will also be expected to help compile roundups with some desk duties.

The position requires regular evening and night assignments.

Send your resume and three to five clips to: Stacy Long, Florence TimesDaily, [stacy.long@timesdaily.com](mailto:stacy.long@timesdaily.com).

**Editor- Savannah, GA**

Long established print publication in historic Savannah, GA is looking for a digitally savvy editorial leader to help it transition into an essential digital local news platform that can serve as a model for other media properties.

We need someone who:

- Is proactive in developing strategies to grow audience and readership
- Understands the nuances of digital platforms and social media
- Is a proven reporter and editor, who also can help other reporters improve their stories
- Can oversee the development of in-depth investigative and analytical pieces
- Can breathe new life into traditional local news beat coverage
- Can comfortably represent the organization within the community and build strong relationships
- Understands the realities of a building a successful business in the modern media landscape

We are convinced that a community journalism approach to hyperlocal digital news coverage is the future and need a news leader to join our effort as we revamp our existing media company into a blending of sound journalism and new technology.

If you are that person, send resume, salary expectation to [erica@connectsavannah.com](mailto:erica@connectsavannah.com).

**Managing Editor- Opelika, AL**

Key Media LLC, publisher of The Observer, a weekly newspaper in Opelika, is looking for a managing editor to take charge of its news-room.

This person will be responsible for managing the content for the newspaper and will assist with the LIVE Lee Magazine. People skills and time management are crucial to this position as is the ability to determine what is a good fit news wise for the newspaper. Must be able to delegate tasks to team members, free-lance writers and photographers.

The managing editor will oversee the weekly content production from ideas to publishing, both the print and digital versions. Ideal candidates should have the following:

- BA/BS degree preferred.
- Be proficient in AP writing style.

- Have experience with InDesign and similar platforms if applicable.
- Experience in MS Office products (Excel, Word, PowerPoint, etc.)
- Experience with managing social media content
- Sales and marketing experience – not required but desirable

To apply, send resume with cover letter to [Michelle@opelikaobserver.com](mailto:Michelle@opelikaobserver.com)

**For more information on these positions and the most current listings, visit the APA Help Wanted page [HERE](#).**

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