

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

JANUARY 2024

APA Winter Media Summit

Embassy Suites
Montgomery, AL

Friday, Feb. 16, 2024

Online Media Campus Seminars

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1-2 p.m. Feb. 14, 2024

This session, led by well-known digital content consultant David Arkin will dive deep into the changes that Google has made and what you need to do with your content to ensure that your media company isn't left behind. David will provide tactics that newsrooms should be using to keep up with the changes from keywords to headlines to images. You'll leave this session with practical strategies that will help you win the local SEO game.

Click [HERE](#) to register.

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ISWNE Golden Quill contest accepting
entries



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APA announces Lifetime Achievement and Emerging Journalist for 2024

Veteran newspaper publisher Tommy Campbell and young journalist Hadley Hitson will be honored at the 2024 APA Media Summit on Friday, Feb. 16 in Montgomery as the Lifetime Achievement and Emerging Journalist recipients this year. See registration information below.

Campbell started his newspaper career in the mid-1970s at The Choctaw Advocate in Butler. He worked previously as a DJ for a local radio station and also worked promoting country music performers.

His job at The Advocate was the start of a 42-year career in the newspaper business. He worked his way from advertising representative, to reporter and photographer, to editor, handling nearly every area of news publication.

Tommy worked as editor of The Advocate until 2003 when he and his wife Dee Ann left to take jobs with Jones Media Group in North Carolina and Tennessee. Tommy took on the role as editor of the Avery Journal-Times in Newland, NC, while Dee Ann worked as a reporter for the publication.

Later that year, they returned to Choctaw County and started The Choctaw Sun. In 2006, the Campbells purchased The Choctaw Advocate and merged the two publications into what is now The Choctaw Sun-Advocate.

Tommy returned to Tennessee for a time as publisher for Jones Media Group, while Dee Ann remained in Choctaw County to publish The Sun-Advocate. In 2020, Tommy returned to Alabama for good, and he and Dee Ann took ownership

of The Democrat-Reporter in neighboring Marengo County. They changed the name to The Leader, and Tommy currently serves as the publisher there.

From his years in radio to his long career in newspaper publication, his name has been synonymous with community news in Choctaw County and surrounding areas for more than four decades.

On the other end of the journalism career spectrum is Hadley Hitson, who joined the Montgomery Advertiser in 2021, as a Report for America corps member covering rural Alabama.

Hadley, a Birmingham native, is a 2021 journalism graduate from the Honors College at the University of Mississippi, where she served as managing editor of her student newspaper.

After her two-year Report for America assignment, Hitson joined the Advertiser team as a regular staffer covering children's health, education and welfare. Her focus has been to cover the joys and challenges of growing up in Alabama.

APA looks forward to recognizing these two talented journalists.



Tommy Campbell



Hadley Hitson

APA 2024 Media Summit headed to Montgomery in February

APA invites you to join us for the 153rd Media Summit on Feb. 16, 2024, at the Embassy Suites in Montgomery. Plan to come and bring members of your staff for this unique training opportunity.

A tentative agenda is included. Click [HERE](#) to register with APA before Feb. 9.

We will welcome journalism students from across the state. Having students involved in this program has become a highlight of APA programs each year. Students will have the opportunity to visit with newspaper management during the Meet the Publisher program.

This year, our programs will feature a panel of award-winning student journalists from Jacksonville State University and Troy University. These young journalists are doing amazing work, and we can all learn

from their tenacious reporting.

We will hear a discussion on the latest in AI from Alex Mahadevan, the director of the MediaWise project at the Poynter Institute, and a session on media law and ethics with University of Alabama professors Dianne Bragg and Chris Roberts.

At the luncheon we will recognize our Lifetime Achievement and Emerging Journalist award recipients. We will also install the new APA officers during the business meeting.

The final program of the day will be the Best Ideas Share. Everyone is encouraged to bring their best idea to this session for the opportunity to win a cash prize. Interestingly, the last two years, this prize has gone to a student!

We hope to see you in Montgomery as we kick off our 2024 year!

Contest portal is open

The APA Media Awards Contest is open for editorial, advertising and magazines. Don't wait until the last minute!

Start uploading your entries for the 2024 contest NOW. Click [HERE](#) to find the rules, portal link and more information.

The deadlines are as follows:

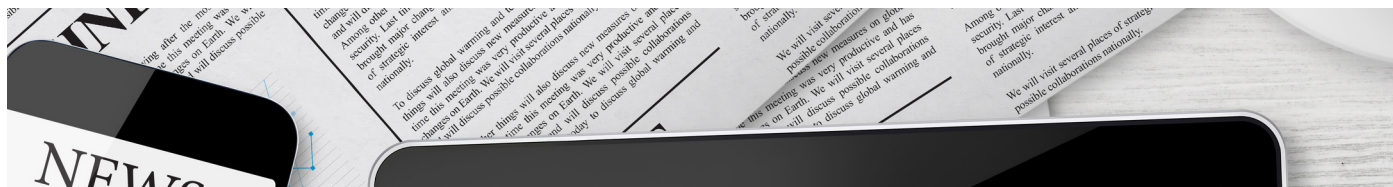
Editorial	March 4
Advertising	March 11
Magazine	March 18

As a reminder, it is a requirement to volunteer as a judge for our 2024 partner's (the Hoosier State Press Association) contest, in order to enter the APA Media Awards. You must also have paid your 2024 dues or have made arrangements with the APA office for payment.

Please call Jaclyn at (205-871-7737) or email (jaclyn@alabamapress.org) if you have questions. Good luck to all!



Study reveals trust in Alabama local media among the highest in America



- 2-in-3 believe their local outlets reflect their community's diversity.
- 65% feel that its trustworthiness has either improved or remained consistent over 5 years.
- [Check out this infographic showing trust in local media in each state.](#)

From PRFire.com

In an age where America's political divide is increasingly mirrored in the media consumption habits of its citizens, the local media landscape offers a glimpse of hope. National news outlets, often seen through a partisan lens, contrast with the more trusted local media. A survey conducted by PRFire.com, a leading press release distribution service involving 3,000 participants, reveals a complex yet reassuring portrait of local news.

In Alabama, local publications are highly regarded, with 67% of respondents affirming their trustworthiness, positioning these media outlets as some of the most trusted in the country.

Despite a troubling decline in the number of local news outlets nationwide, local journalism retains a significant degree of public trust. According to the survey, a substantial 60% of respondents express confidence in local media, markedly higher than the 47% who trust national outlets. This suggests that local media continues to play

a crucial role in informing communities, a testament to its relevance and resilience.

However, this trust is not uniformly distributed across the United States. For instance, a remarkable 83% of people in Delaware trust their local media, but this figure drops to a mere 50% in states like Tennessee, Oregon, and Idaho. The reasons for these disparities warrant further exploration but could include factors such as regional political leanings, the presence of local news deserts, and the effectiveness of community engagement by local media.

PRFire.com's investigation into the public's perception of local news reveals a nuanced understanding of media bias and representation. A slight majority, 66%, acknowledge some level of ideological slant in local publications. Yet, this does not seem to undermine the media's perceived inclusivity, as 64% believe their local outlets reflect their community's diversity. This is significant, as it highlights the crucial role of local media in fostering a sense of community cohesion and representation.

Encouragingly, the perceived integrity of local news appears to be on solid ground, with 65% feeling that its trustworthiness has either improved or remained consistent over the past five years. This could be attributed to local media's closer ties to the communities they serve, potentially making them more responsive and accountable to their audiences.

Lastly, over half of the respondents (55%) feel that local media provides a sufficiently diverse array of perspectives and opinions. In a polarized era, the ability of local news to offer a variety of viewpoints is more important than ever, suggesting that while there is always room for improvement, local media is on the right track.

In conclusion, local media in America occupies a unique and vital position. As the national media landscape becomes more partisan, local news offers a more trusted, inclusive, and community-focused alternative. While challenges remain, the findings from PR Fire's survey offer a hopeful outlook for the future of local journalism in America.

"As the national narrative grows more divisive, local media stands as a beacon of community trust and engagement," remarks Sam Allcock of PRFire.com. "Our survey underscores the resilience of local journalism and its critical role in providing a platform for diverse voices. It's a clarion call to support and sustain the local outlets that so faithfully reflect America's rich journalism."

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For additional information, please contact us on the details below: info@verticalcherry.com

People

Mason loses Rose Bowl bet to Michigan Press Association

APA Executive Director Felicia Mason and Michigan Press Association's Lisa McGraw were at a conference for newspaper association executives when the teams were selected for the 2024 College Football playoffs. Alabama would be playing Michigan in the Rose Bowl.

"I thought it would be fun to make a bet with Lisa McGraw on the game," Mason

said. Lisa suggested the losing state would send the winning state some treats for their state AND put a photo in each state newsletter.

Mason said she felt pretty confident she would be receiving a box of treats from Michigan just after New Year's Day. The photo says it all.

Congrats to the Michigan Wolverines!



Etheredge named publisher at the Shelby County Reporter

Shelby County Newspapers, Inc. (SCNI) has named Alec Etheredge the company's next president and publisher. He will step in as the media company's first new publisher and president in more than two decades, taking the reins from Tim Prince, who served in the position since 2002.

Prince will now take over as Carpenter Media Group's president and CEO after serving both SCNI and Boone Newsmedia in different capacities, including senior vice president.

Etheredge, a 2016 graduate of the University of Alabama, has been with SCNI since 2016, working in the

newsroom before taking over as general manager. He started as a staff writer during the summer of his final semester at Alabama, covering cities throughout Shelby County as well as areas of Chilton County for The Clanton Advertiser.

In the fall of 2016, he took over as the sports reporter and was promoted to sports editor a year later in 2017. He became managing editor in 2020, leading the newsroom through the COVID-19 pandemic and managing day-to-day operations of the editorial staff.



Alec Etheredge

During his time in the newsroom, he wrote a record number of APA-winning pieces for the paper in both news and sports, while the team continued a longstanding tradition of winning the APA's General Excellence award—a streak now at 17 years in a row.

In July 2022, he was named general manager, and has led the day-to-day operations of SCNI since, which includes one of Boone Newsmedia's largest call centers, a design center and a newsroom now handling three weekly papers, six magazines and much more.

Etheredge and his wife, Sabrina, recently celebrated five years of marriage together and live in Chelsea with their chocolate lab.

Mountain Valley News welcomes Kirby to the staff

Emily Kirby has joined the staff of the Mountain Valley News and the North Jackson Press.

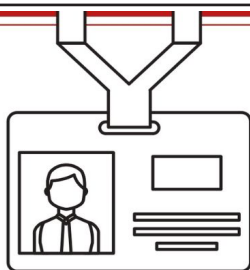
Kirby brings years of experience as a local writer, editor, and web and print designer. A native of Jackson County,

Kirby is a graduate of Pisgah High School, Marion Military Institute and Jacksonville State University, where she majored in English. While in School at JSU, she worked for the student newspaper, The Chanticleer. She became a staff writer for

The Fort Payne Times-Journal in 2018, and later moved to managing editor of their DeKalb Living magazine.



Emily Kirby



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- Call to pay with a credit card or mail a check

3. CARDS WILL BE MAILED WITHIN 2-5 BUSINESS DAYS

Lewis joins Greenville Newspapers

Amy Lewis has joined the staff at Greenville Newspapers. She worked most recently with the Selma Times-Journal. Both newspapers are part of Boone NewsMedia.

Born and raised in Huntsville, Lewis's roots run deep in the heart of Alabama. She graduated from Faith Christian Academy before pursuing her higher education at Faulkner University. She is married with

two young children.

In her role with Greenville Newspapers, Lewis will be covering the tri-county area of Butler, Lowndes and Crenshaw counties.

Tuscaloosa News transitioning to postal delivery

The Tuscaloosa News will soon be delivered in mailboxes, rather than in driveways, switching to U.S.P.S. delivery in early February.

Many Alabama newspapers have made the same switch in recent months in an effort to provide more consistent delivery.

Tuscaloosa's parent company, Gannett,

which operates more than 200 daily newspapers, has already successfully introduced the approach in multiple markets.

Montgomery Advertiser moves offices to Kress on Dexter

The Montgomery Advertiser recently moved from Molton Street, where it had been for the last 21 years, to a building on Dexter Ave. that once housed the S. H.

Kress & Co. department store.

The long-abandoned building was renovated in 2018, and now offers retail and commercial space in downtown

Montgomery. The Advertiser will have office space on the third floor. There is retail space on the first and second floors and residential units on the fourth and fifth floors.

ISWNE Golden Quill contest accepting entries

The International Society of Weekly Newspaper Editors (ISWNE) is accepting entries for its annual Golden Quill editorial writing contest. **Deadline is Feb. 1, 2024.**

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

All newspapers of less than daily frequency (published fewer than four days

per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible. Entries must have been published between Jan. 1 and Dec. 31, 2023.

Cost is \$15 per entry (each editorial or column) for ISWNE members, \$20 per entry for non-members, and \$5 per entry for students. There is a separate division for student entries. Three entries are allowed per person.

Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2024 issue. The Golden Quill winner will be invited to attend ISWNE's annual conference in Toronto, June 18-23. The winner will receive a conference scholarship and travel expenses up to \$500.

Information on how to prepare and send entries can be found at www.iswne.org. For specific questions, please contact ISWNE Executive Director Chad Stebbins at stebbins-c@mssu.edu.

PRESS Act unanimously passes the House.

From Freedom of the Press Foundation
Freedom of the Press Foundation (FPF) applauds the House of Representatives for unanimously passing the [PRESS Act](#), a bipartisan federal reporter's shield law that would protect journalists from being forced to name their sources in federal court and would stop the federal government from spying on journalists through their technology providers.

Thank you to Rep. Barry Moore from Alabama for being a co-sponsor on the bill.

The PRESS Act is the strongest federal shield bill that Congress has ever proposed. It's vigorously supported by major media outlets and civil society organizations.

"Journalists shouldn't be forced to choose between burning their sources or going to jail," said FPF Director of

Advocacy Seth Stern. "With the House's bipartisan vote approving the PRESS Act, Congress comes one step closer to providing powerful protection against surveillance of journalists. Now it's up to the Senate to finish the job by passing this historic legislation and sending it to the president's desk to sign."

"Even as the House votes to pass the PRESS Act, reporters are being put in the agonizing position of being threatened with crippling fines or even jail time for refusing to name their sources," said FPF Deputy

Director of Advocacy Caitlin Vogus. "Now that the House has passed the PRESS Act, the Senate must act to ensure that whistleblowers and other sources feel free to share newsworthy information that journalists use to inform the public."

Forty-nine states and the District of Columbia have shield laws or equivalents

recognized by courts. But without a federal shield law, journalists still risk being jailed or punished for refusing to reveal sources or their newsgathering material in federal courts, congressional inquiries, and administrative proceedings. Both Republican and Democratic administrations have abused their power to spy on reporters who criticized them or exposed their secrets.

In a rare example of bipartisan consensus, both Republican and Democratic members of Congress agree that America needs the PRESS Act to protect journalists, sources and the public's right to know. The PRESS Act is co-sponsored in the House by Reps. Kevin Kiley, R-California, and Jamie Raskin, D-Maryland.; and a bipartisan group of 18 other representatives. In the Senate, it's co-sponsored by Sens. Dick Durbin, D-Illinois; Lindsey Graham, R-South Carolina; Mike Lee, R-Utah; and Ron Wyden, D-Oregon.



Rep. Barry Moore

Columns

Use your platform to educate, preview, and apologize



by Jim
Pumarlo

A reader complains that a youth sports story was too negative. Someone questions why a particular quote wasn't included in a report of a contentious public hearing. Your newsroom brainstorms how election coverage can be more substantive and meaningful. A reporter is rightfully embarrassed for basically writing a press release verbatim that charges a local official with unethical conduct without contacting the accused for a response.

These scenarios, and a host of others that editors face daily, are excellent fodder for newsroom examination and discussion. As a final step, editors should respond directly to the individuals who raised the questions.

But how many newspapers make the effort to explain their policies and operations to the broader audience on a regular basis? A column by the editor or publisher should be a standing feature on the editorial page. It's imperative today when many newspapers are fighting for market share in the fractured media landscape.

Pledging consistent dialogue with readers is a perfect New Year's resolution.

Columns serve a variety of purposes. Educating readers on newspaper policies should be a priority. What are the guidelines for letters to the editor – why isn't every submission published, especially during election season? Why, or why not, does a

newspaper report suicides? What is your definition of business news? Why didn't you cover an event in person? Why was an ad rejected?

Reader comments and questions provide a stream of issues to address within your own operations as well as with readers.

A newspaper's role as a government watchdog provides ample opportunities for initiating conversation. What is the significance of a state's open meeting law? Why does a newspaper demand the details behind a public employee firing? How does a proposed federal privacy law threaten the disclosure of information vital to citizens' everyday lives?

Columns from publishers and editors should be a staple in previewing or explaining coverage. Newspapers devote immense resources to public affairs reporting; a column might illuminate why an advance story is equally, or maybe more important than coverage of a meeting itself. Election coverage is one of the most intensive and exhaustive tasks tackled by newsrooms; the hows and whys are ready-made content for connecting with readers.

Three points are important when explaining newspaper policies and operations:

- Have the same person – preferably the editor or publisher – communicate policies and the decision-making process. It's acceptable to acknowledge differences of opinion among staff, but one person should be the community liaison. Also, be sure to share policies first with all newspaper employees. In that regard, remember the people on the

front line – no one is more important than the receptionist – who will likely be first to field a question or complaint. Front-office personnel should not communicate the specifics, but they should understand policies are in place and direct inquiries to the appropriate person. Give employees a heads-up if you anticipate a story might prompt strong reader feedback.

- Be open to feedback and criticism. Policies, to be effective, must have a foundation of principles. At the same time, policies should be subject to review when warranted by specific circumstances.

- Don't be afraid to admit mistakes or errors in judgment. A declaration of "we erred" will go a long way toward earning respect and trust from readers. Owning up right away will likely squelch any prolonged public discourse on social media and throughout the community.

Newspapers should tailor policies to their operations and then take steps to communicate with readers. Talking with individuals inside and outside your office is most important when developing policies. Connecting with many people guarantees thorough examination and consideration of various perspectives. The more opinions solicited, the stronger the policies will be.

Newspaper management will make the final decision, but readers will appreciate that policies are not crafted on a whim.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He writes, speaks and provides training on community newsroom success strategies. He can be reached at jim@pumarlo.com.

Know when to stop talking



Ad-libs
by John Foust

Jonathan told me about his friend Dave's sports car. They rode around in it in high school, and although it was old even then, they loved the car and didn't let its mechanical eccentricities bother them. Through the years, after they had started families and relocated through their work, they stayed in touch. One evening, Dave called and said he was planning to sell the car and asked if Jonathan was interested.

What a great opportunity, Jonathan thought. I'd love to restore that beauty. After preparing a list of all the things

he could say to convince his wife that buying the car was a good idea, he walked into the kitchen and said, "Honey, Dave called. He's selling his Triumph." Without hesitation, she said, "I think you should buy it." "I was shocked," Jonathan remembered. "There I was with a thoroughly rehearsed presentation, and she bought the idea right away. To be honest, I almost said, 'Wait a minute. Don't you want to hear all the reasons?' But that would have killed the idea."

Jonathan bought the car, took it to his home in North Carolina, worked on it, and drove it for many years. To this day, he talks about it with a feeling of nostalgia.

There's an important sales lesson in Jonathan's story. He was wise enough to know that he should stop talking as soon

as his wife said "yes" to the car. Sadly, there are too many salespeople who keep talking after their prospects indicate they're ready to buy. Those indications are called "buying signals," and they tell us to know when to S-T-O-P talking and bring the sale in for a landing.

Buying signals can be verbal or non-verbal. If a prospect asks when the ad campaign can start, requests an adjustment in the body copy, or refers to the proposed ads as "my ads," that's your cue to move immediately to closing language. Other positive cues include nodding in agreement with your sales points, leaning forward, or asking to see the advertising contract or approval form.

Thomas manages an ad sales team.

stop talking *continued on page 8*

Columns

Sustaining Rural Journalism: *The rural journalism business model hasn't failed, but needs updating*



by Al Cross

It's become conventional wisdom that the advertising-based business model of newspapers has failed. But that is not true in many small communities, which could become the nuclei of a national enterprise of nonprofit newsrooms that will provide better journalism with sound business practices, including economies of scale.

So says Elizabeth Hansen Shapiro, CEO and co-founder of the National Trust For Local News, who as this was written in mid-December was preparing to announce creation of two more state-based nonprofit journalism companies, adding to those it has in Colorado (24 newspapers) and Maine (22), and says "wild success" would be a total of 15 such companies in the next five years.

Shapiro was interviewed on the Nov. 1 edition of the "Local News Matters" podcast of Tim Regan-Porter, executive director of the Colorado Press Association. When he asked her a question that many journalism funders and advocates ask, "Why save a failing business model?" she said the question is based on "high-profile failings of metro newspapers," which aren't reflected in the smaller papers the Trust owns or is considering buying.

"We have profitable papers in our portfolio, and we come across profitable papers every day!" she exclaimed. "This idea that the business model is forever and always broken just reflects a real lack of curiosity, and I would say empirics, on the part of its adherents."

That sort of language reflects Shapiro's background as an academic researcher of journalism, with a Harvard Ph.D. in business studies, but she has developed a deep appreciation of small community newspapers, and she has become one of their most knowledgeable and articulate advocates.

"Because I was not trained as a journalist and didn't come through that system, I didn't come to this work with, you know, sort of hierarchy in my mind of metro news above all," she said. "Plenty of funders also share that orientation, of like, metro news is sort of the highest level of news, and the rest of it is sort of service journalism or amateur hour, basically. . . .

"I see it as actually the highest form of local news, because I think it actually reflects what truly local means, and the way that I think everyday people experience what 'local' means . . . local as in, 'I live in this neighborhood' or 'I live in this town.'"

Shapiro is trying to make a distinction that badly needs making, at a time when local news is in trouble and a lot of people who want to help it don't fully understand that "local" depends on how the audience of a news outlet defines its community.

She told Regan-Porter that the fracturing and diversification of business models "based on place and economic inequalities between geographies" — primarily rural and urban — means that "there really is no one-size-fits all," and "There's gonna have to be different solution sets for different scales."

There are many differences among localities, she said, and many rural communities still have many independent retailers who advertise in local papers; but overall, the rural-paper business model must also include subscriptions, events, donations and "anything you can get."

On a company scale, the Trust's state-based approach is not fundamentally different from newspaper chains that use economies of scale and shared services, but Shapiro said it wants to preserve newspapers' local identities, which she said is essential for long-term success.

"These are deeply local institutions, and their value and their long-term success depends on that: the quality of local participation and local engagement," she said.

That requires a quality product, and the Trust's chief portfolio officer, Ross McDuffie, said recently that it has "quality local news as the North Star of decision-making," not "profits or shareholder value."

Of course, the Trust's companies must stay in the black, but they have "longer time horizons," Shapiro said, with the top goal being community impact, not profit.

"The path to impact has to be through disciplined management of the business, because without money you have no mission," she told Regan-Porter, who then cited the maxim that nonprofit is not a business model, it's a tax status.

For-profit chains do short-term things that reduce the quality of reader experience, Shapiro said: "We are long-

term investors in the quality of the product, and a quality product and an engaged audience are the drivers of long-term success."

One cornerstone of quality is accountability journalism, but that's not the main reason people like their local paper, Shapiro said, "Our model focuses on strong communities and social cohesion."

The Trust says its mission is to conserve, transform and sustain community news organizations, and ultimately build stronger communities by keeping small, traditional sources of local news in local hands.

Shapiro said the Trust is willing to buy papers that would have difficulty surviving on their own but "wouldn't be replaceable by something else" and can thrive in a nonprofit group. She said the Trust's goal is "sustainability across a network so that we can serve larger communities and smaller communities."

Shapiro said the Trust is still figuring out how to integrate the operations of its Maine papers, which it bought in August, and in other states wants to find publishers who can make strong anchors in a scaling-up strategy. "The good news is, we hear from those kind of folks every day," she said.

The bad news, she said, is that time is short.

"Rural news publishers, in particular independent rural news publishers, are at risk of extinction, either getting bought by political forces or just closing because of really difficult economics in small places," she said. "I think we are really in a race against time."

Al Cross edited and managed rural newspapers before covering politics for the Louisville Courier Journal and serving as president of the SPJ. He is director emeritus of the University of Kentucky's Institute for Rural Journalism.

stop talking continued from page 6

"It's all about meeting people where they are," he said. "We encourage our team to put a lot of work into their presentations. But we don't want them to feel like saying, 'Wait, I haven't gotten to the good part yet.' They know they should

be ready to shift gears at any time. The last thing we need is for them to talk themselves out of a sale."

"We all know it's important to listen to what the other person is saying," Thomas explained. "It's also important to look for unspoken clues that the other person is close to a buying decision. They are sending you a message to: 'Get on with it.'"

Paying attention to that will help both sides – the salesperson and the advertiser."

Whether you're driving a sports car or a giving sales presentation, it's smart to read the signs and keep things moving in the right direction.

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

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The University of Alabama's Department of Journalism and Creative Media seeks a nine-month, non-tenure-track, renewable contract assistant professor in audio storytelling. This teaching-focused position is based on a 3-year renewable contract cycle with opportunities for promotion. The class load will include teaching up to four courses per semester, and this faculty member will maintain the department's ability to provide core courses such as Audio Production, Audio Post-Production, and Audio Storytelling. This person will also help expand the department's offerings in audio by developing courses in one or more of the following disciplines: sound design, scoring, radio journalism, podcasting, and/

or sound studies. Ability to chip in and teach documentary storytelling, video post-production and/or media studies courses would be a bonus. The position begins August 16, 2024.

A master's degree in journalism, mass communication or a closely-related field is required for the instructor position, terminal degree required for assistant professor position. Experience in professional journalism and teaching is preferred. Commitment to working collaboratively with colleagues from different backgrounds and disciplines, engaging students with varied needs and interests, and preparing the next generation of media professionals to effectively serve all members of their communities is expected.

Experience in audio production/ storytelling and teaching is preferred.

Direct questions to search committee chair Chip Brantley (Chip.Brantley@ua.edu). Apply at: (<https://careers.ua.edu/faculty>). Screening begins January 15, 2024. Applications should include a cover letter, CV, contact information for three references. A demo reel is strongly encouraged.

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2024 APA Winter Media Summit

February 16

Downtown Embassy Suites
Montgomery, Alabama



ALEX MAHADEVAN
Poynter Institute, MediaWise



DR. DIANNE BRAGG
University of Alabama



DR. CHRIS ROBERTS
University of Alabama

8:30 a.m.

Registration Desk Open

9:30 to 10:30 a.m.

Program 1: Student Panel

Invited participants include:

Thomas Ashworth, Jacksonville State University/The Anniston Star
Anna Barrett, Jacksonville State University
Emily Lee, Troy University
Caleb Thomas, Troy University

10 a.m. to 11:30

Past Presidents Brunch (Nominating Committee)

10:45 to 11:45 p.m.

Impress the Interviewer and Meet the Publisher Student Event
(Atrium)

12 to 1:15 p.m.

Lifetime Achievement/Emerging Journalist Luncheon
Membership Meeting/Installation of Officers

1:30 to 2:30

Program 2: AI Applications

Alex Mahadeven, Poynter Institute

2:30 to 3:30 p.m.

Program 3: Media Law and Ethics

Dr. Dianne Bragg, The University of Alabama
Dr. Chris Roberts, The University of Alabama

4 to 4:30

'Your Best Ideas' Share (Atrium)



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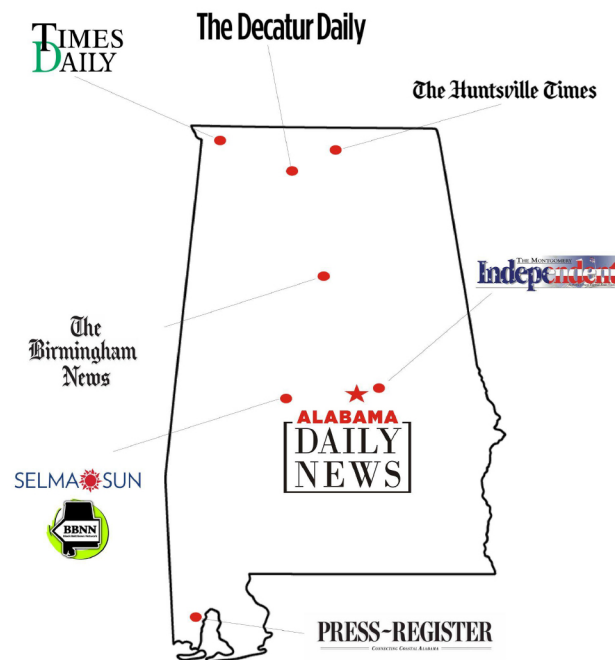
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