



Alabama Publisher



Summer 2023

Volume 76, Number 2

ALABAMA POWER VALUES THE VOICE YOU GIVE OUR COMMUNITIES.

We proudly support the Alabama Press Association. We respect and appreciate your organization's efforts to elevate our state through your commitment to advancing the newspaper industry in Alabama. You create a brighter future by empowering the next generation of journalists and protecting the voice of our communities.

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Welcome!

Welcome to the Alabama Press Association's 2023 Summer Convention. We are excited to join together with all of you to learn, share and refresh.

To our first-time attendees, we offer a special welcome. We hope you find this a warm and friendly place to return each year for support and inspiration.

We hope you will take advantage of the programs we have planned for you this year. We are focused on the sales side of our business and how we can increase revenues, which is a topic of interest to all.

But, don't make it all about work. We are here on some of the most beautiful beaches in the world. Take time to stick your toes in the sand and soak up some of the sights of our great state.

One of the highlights of this weekend is recognizing the winners of the 2023 APA Media Awards. Our newspapers produce great work every day, and we are excited to applaud their work on Saturday evening.

The friendships we have among the APA membership can carry us through the challenges we face and give us the company to enjoy our successes together.

Again, welcome to the 2023 Summer Convention. We are glad you are here and hope you will return home with a renewed sense of pride for the great work you do!



Darrell Sandlin
President, Alabama Press Association

Thank you to Alabama Power for their support and partnership with the Alabama Press Association.



Alabama Power



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Cover Photo: 'A strong finish'
by Jonathan Stinson, The Redstone Rocket

Speakers & Programs | Friday & Saturday



Richard Brown



Marianne Grogan



Jeremy Gulban



Kevin Slimp

Richard Brown

Richard Brown is a News/Media Alliance Rising Star recipient, the former director of renewals and digital sales strategy at LPi, and the former director of digital operations and sales of the Milwaukee Journal Sentinel.

He recently served as the head of digital subscriber churn for Gannett | USA TODAY NETWORK and is now the senior director of retention for The Daily Beast. He is a member of the Wisconsin Newspaper Association Foundation's board of directors and owns RE Media Holdings, LLC.

He is available for consulting and can be reached at www.richardebrown.com.

 richardebrown17@aol.com

Marianne Grogan

Marianne Grogan is President and Co-Founder of Coda Ventures. Her primary focus is working with the Coda team and clients to deliver high quality, innovative audience and ad effectiveness research to help companies sustain and grow revenue.

Previously she was co-founder of Affinity LLC which developed

new and innovative audience and ad effectiveness metrics for the magazine industry.

Marianne has also held positions as President of Audits & Surveys, president of the IntelliQuest Media Group and senior vice president of Kantar/CMS' Print Division. She began her career as an account executive for Interactive Market Systems' publisher clients.

Marianne and her colleague, Dave Storey, have worked with newspaper companies and press associations throughout the country to provide market studies to show the viability and strength of newspapers in their communities.

 marianne@codaventures.com

Jeremy Gulban

Jeremy Gulban is the CEO of CherryRoad Media. The company began in 1983 when the Gulban family started the technology company originally known as DataStudy Inc. in New Jersey. After 20 years of success, the company changed their name to CherryRoad Technologies, but the core values and leadership remained unchanged.

In 2020, with the decline in local

news investment, Gulban, decided to chase his passion for journalism and communication and entered the media world via the inception of CherryRoad Media. Through a series of acquisitions and newspaper start-up projects, he has quickly grown the company into a reputable, thriving institution.

His enthusiasm for the news industry continues to evolve, and his commitment to helping local communities throughout the country has only been strengthened by the relationships he has developed.

At the forefront, CherryRoad Media's priority is to impact our local markets in innovative and strategic ways.

CherryRoad Media currently owns and operates newspapers in 16 states, including The Clayton Record in Alabama.

 jgulban@cherryroad.com

Kevin Slimp

Kevin Slimp is a popular trainer and consultant in the newspaper industry. Since developing what is now known as the PDF Remote Printing Method back in the early 90s, Kevin has been at the forefront of newspaper technology and is a popular speaker and trainer in the

Speakers & Programs | Friday & Saturday

magazine and advertising worlds as well.

In addition to technology, Kevin has become a leading voice in the newspaper industry, developing ground-breaking

research and inspiring journalists on four continents.

From developing the way we print just about everything today, to founding The University of Tennessee Newspaper Institute in

1997, to NewspaperAcademy.com and Market Square Books, Kevin continually develops programs and methods for an industry too many people call "dead."



kevin@kevinslimp.com



Notes

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120 Years Ago (1903)

The chief scribe of The Randolph Leader attended last week the annual business session of the Alabama Press Association, which was in session in Anniston Thursday and Friday.

It was a pleasant occasion from a social standpoint, and the business proceedings were thoroughly practical. Some steps were taken, which, if followed up, will result in good to the community within the next year or so.

Wm E W Yerby, the popular president, was reelected, and Bessemer was chosen as the next place of meeting.

The local press and the citizens of Anniston made splendid efforts to make the visit of the artists of the pencil a pleasant one. The mammoth new Alabama Hotel was not complete, but ample quarters were provided at the old Anniston Inn. Special features provided by the committee on entertainment were a trolley ride around the city, an amateur minstrel at Oxford Lake, a match game of ball and a banquet. The writer left before the last two features were pulled off.

Anniston is a beautiful and growing little city. Her resources are admirable, and she has a fine future.

Backward Glance:

This excerpt from a 1903 issue of The Randolph Leader was published in their recent May 24, 2023 issue in an article highlighting stories from past editions.

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Proposed APA bylaw amendment to be presented at Membership Meeting

The APA Journalism Foundation board visited the campus of the University of North Alabama in Florence in April for the spring meeting. The APA Board of Directors approved an amendment to the bylaws to allow online-only news publications that have been published as printed (weekly or daily) newspapers in Alabama for at least five years to be a member in good standing of the Alabama Press Association.

Bona-fide news publications shall have a dedicated website and ownership of the domain name. They shall bear a fixed title and publication time stamp. Social media pages and groups do not qualify as online news publications.

“This is the first step in the process of updating the APA bylaws to recognize the changes in the landscape of our industry,” APA Executive Director Felicia Mason said. “While print remains our core

membership, there are quality news sites devoted to local and state news coverage in our state that do not have a print product.”

Mason said the committee will continue to examine ways APA can include non-traditional news sources in our association.”

A copy of the proposed changes is available at the APA registration desk. The membership will vote at the membership meeting on June 24, 2023.

APA Journalism Foundation board visited UNA in April

The APA Journalism Foundation board visited the campus of the University of North Alabama in Florence in April for the spring meeting.

President Gary Maitland, editor of the TimesDaily welcomed board members as they gathered to interact with students studying journalism and mass communications.

The board met at the office of The FLOR-ALA, UNA’s student newspaper and visited with

Managing Editor Emma Tanner and News Editor Kelley Peters.

At the business meeting, the board approved \$6,000 in grant applications from Troy University and Auburn University in Montgomery. They also approved 10 summer internships and three new high school internships to APA member

newspapers.

Board members attending included Gary Maitland, TimesDaily in Florence; Barnett Wright, The Birmingham Times; Chris McCarthy, The Messenger in Gadsden; Anthony Campbell, the Advertiser-Glean in Guntersville; and Jonathan Stinson, The Redstone Rocket in Huntsville.

APA JF Board Members and UNA Students and Faculty





Alabamians ♥ Local Newspapers.

The 2023 Alabama State Study Proves the Power of Local Newspapers



PUBLIC NOTICES

73%

of Alabamians read **public notices** in local print and digital newspapers

51%

believe local newspapers/newspaper websites are **more reliable** than State websites (22%) or City/County websites (27%)

65%

believe that government should be **required to publish** public notices in newspapers



64%

of Alabama newspaper readers **VOTE** frequently in **LOCAL ELECTIONS**
(Non-newspaper readers – 34%)

79%

of Alabama newspaper readers **VOTE** in **NATIONAL/STATE ELECTIONS**
(Non-newspaper readers – 57%)

From the Tennessee Valley to the Mobile Bay, Alabama is a state with a landscape that is as unique as its Southern culture. Home to more than 300,000 small businesses and almost 5,000 major manufacturing firms, Alabama's economy is thriving – from aerospace to automakers, technology to tourism, electronics to education.

While its more than 5 million residents are diverse, the majority of these consumers have one thing in common – they rely on Alabama newspapers for the local community news, information and advertising that directly impact their daily lives.

55% of Alabamians rely on **newspapers/newspaper websites** for information about **local government** – over every other media measured:

Local TV/cable	35%	City newsletters	16%
Word-of-mouth/friends/relatives	33%	Public bulletin boards	13%
Local radio	23%	Non-government website	10%
Government websites	23%	Other	4%

Ad Category *Spotlight*

Alabama newspaper readers plan to shop for a variety of local products and services in the next 12 months. Just a few examples...

	# of Readers		# of Readers
Automobiles, trucks, SUVs	1,071,000	Groceries	2,703,000
Auto insurance	1,028,000	Home furnishings	1,223,000
Banking/financial services	1,037,000	Home improvement	1,206,000
Drug store products	1,765,000	Liquor, wine, beer	1,133,000
Farm Equipment	1,008,000	Restaurants & bars	1,715,000
Home buyers/sellers (next 2 years)	676,000	Vehicle maintenance	1,716,000

Alabamians Love Their Newspapers

More than **3.2 Million**, or **81%** of Alabama Adults, Read Print or Digital **Newspapers** Every Month



73%

Digital Newspapers
(2.9 million)



60%

Print Newspapers
(2.4 million)



52%

Print & Digital Newspapers
(2.1 million)



WHO Are These LOCAL NEWSPAPER READERS?

80%

are under the age of 65

43%

of HH earn \$50k+ annually

61%

are home owners

61%

are college educated

68%

have lived in the community 5+ years

Community newspapers are the **primary source of information** for a host of local issues – over TV, radio and non-newspaper websites

Local schools
Local government
High school sports
Candidates & ballot issues
Local entertainment



Newspaper Readers are actively involved in their **Communities**

84%

“ I feel that I have a responsibility to help shape the future of my community. ”

70%

“ I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc. ”

Your Children's Connection

As Alabama's only freestanding pediatric medical facility, Children's of Alabama provides care to children from across the state and the surrounding region. Our Media Relations Team is your connection to current news and events, patient condition reports, pediatric health experts and information on childhood diseases.

Media Relations Team

- Garland Stansell, APR
- Amy Dabbs
- Conan Gasque
- Tachana Johnson
- Sonia Kerrigan

To reach our team, call or send a text message to **205-800-4052**
or visit us at **ChildrensAL.org/newsroom**



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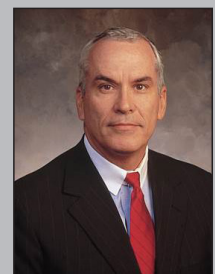
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Evans Bailey



Dennis Bailey

Dennis R. Bailey
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A rule of the Supreme Court of Alabama requires the following:
No representation is made that the quality of legal services to be performed
is greater than the quality of legal services performed by other lawyers.

Taking Control of Your Time

Kevin shares tools that increase his productivity



by Kevin Slimp
kevin@kevinslimp.com

It has been one of those days. You've had them. It began with a website that wasn't working like it was supposed to. When you have a website that lists items for sale on the homepage, and the homepage is blank, you have a problem. That's how my day began.

It seems like it's always on your busiest days when things go wrong. Thankfully, with the help of a friend in Dallas, we were able to find our problem and get the site up and running in about an hour. So, the day could have been a lot worse.

I redesign a lot of newspapers these days. It reminds me of the work a lot of my readers do. It's deadline-driven. A newspaper will come out with a new design in two weeks, whether it's ready or not. So, it had better be ready.

This morning, I wondered why I hadn't heard back from the co-publishers to tell me how they liked the designs I sent them two days ago. Then, late this morning, I got an email from a mail server letting me know the emails to my client never made it to their inbox due to an error in my email system. That took about three hours to fix, but everything is fine now.

Both of those issues were caused by servers in other



The difference between designing with two monitors and three monitors is significant. These are three brands I count on when buying monitors.

places that control things like how my websites work and where my email goes. I couldn't have seen those problems coming. Problems arise all the time in the high-tech world in which we operate. Still, it's tough when the problems come in pairs.

Time is my most important commodity. I make a great effort to get the most out of my time. Maybe I can't control a website host in Eastern Europe or an email server across the country, but there are things I can control to get the most out of my time.

One of the most important things I can do is use the right tools to do my work. Some of you have been following my work long enough to remember when I used to receive shipments from software and hardware companies almost daily, hoping I would mention their products in a column. Those days were fun, but they're past. Like everyone else, I buy my own hardware and software these days. I'm not looking for the least expensive tools to complete my work. I'm looking for tools that allow me to get the most work done in the shortest amount of time. Hardly a week goes by that I

don't invest in a new piece of hardware. Here are a few of my favorites that save me a lot of time:

Keyboards:

Logitech MX Keys for Mac (\$119 US). It allows me to control up to three computers at once. Typing is smooth, requiring much less effort than most keyboards.

Chesona Wireless Keyboard for Mac (\$40). I decided to purchase a second keyboard this week and researched if there were any new keyboards with the same features as the MX Keys from Logitech. I found it in the Chesona, available in both PC and MAC versions. It controls up to three computers simultaneously and feels almost identical to the Logitech while entering text.

Mice:

Logitech MX Master 3 (\$99). Like the Logitech keyboard, this mouse fits firmly in my hand while allowing me to control up to three computers simultaneously. Other mice pale in comparison, except... **Logitech M720 Triathlon** (\$36). Again, I researched to see if another mouse worked as well as the MX Master 3 without the price tag. I found it in the M720. It's almost identical to the \$99 mouse.



It's built with less metal and more plastic. Thus, the lower price.

Monitors:

I use three monitors. Believe this: If you design pages for a living, the difference between two and three monitors is significant. I've tried many monitors and found three 4k monitors (QHD) I love without breaking the bank (4k monitors can run \$1,000 or more). I get great results with each of these.

Dell S3222DGM (\$349). This 32" monitor is my favorite. I never thought I'd enjoy working on a curved monitor. Go figure. The color is excellent, and the detail makes me think I'm working on a much more expensive machine. Built for gaming, it's great for what I do. **ThinkVision T32h-20** (\$389). Another 32" monitor, the ThinkVision, replaces the Lenovo (same manufacturer) C32q-20. I've owned several Lenovo monitors, so I decided to trust the ThinkVision. It hasn't let me down.

Samsung ViewFinity S60A (\$349). Again, an excellent monitor. It sits above my desk, along with the other monitors, held up by adjustable gas spring monitor arms.

When purchasing monitors, shop around online for the best price. I found some of these monitors selling for \$600 or more online. I always check Amazon, Best Buy, and the manufacturer. Just now, the Thinkvision was listed for \$200 less on Lenovo.com than on Amazon.

Okay, I'm going to be working late today. There have been a lot of interruptions, and somebody is waiting for a new newspaper design.



Chesona Wireless Keyboard for Mac

2023 APA Summer Convention | June 23-24 | Agenda

Friday – June 23

10:30 a.m. – 1p.m.	APA/ANAS Board Meeting/Lunch	Salon ABC
12:30 - 6 p.m.	Registration Desk open	
1:30 – 2:30 p.m.	Journalism Foundation Board Meeting	Sand Dollar
3-4 p.m.	6 Sales Tactics You Need in 2023 <i>Richard Brown</i>	Salon FGH
4-5 p.m.	APA Market Study Overview <i>Marianne Grogan, Coda Venture</i>	Salon FGH
6:30 – 8 p.m.	Opening Reception Sponsored by Alabama Power Dinner on your own	Beach Deck <i>weather permitting</i>

Saturday – June 24

8:30 - 9:30 a.m.	Breakfast featuring <i>Jeremy Gulban, CEO of CherryRoad Media</i>	Salon ABC
9:30 – 10:30 a.m.	The World Constantly Adjusts: Do you? <i>Richard Brown</i>	Salon D
10:45 – Noon	More Effective Advertising <i>Kevin Slimp</i>	Salon D
12 noon – 1 p.m.	Luncheon featuring <i>Kevin Slimp on the positive future of newspapers</i>	Salon EFGH
5 – 6 p.m.	Resolutions Committee	Sand Castle I
6 – 7 p.m.	BNC Exhibit Reception	Salon D
7 – 9:30 p.m.	Awards Banquet and Reception	Salon EFGH

