

AUGUST 2018

Important Dates

2019 APA Winter Summit

February 8

Renaissance Marriott
Montgomery, AL

2019 APA Summer
Convention

June 27-29

Perdido Beach Resort

Online Media Campus

[Planning Enterprise](#)
[\(And 30 Ideas!\)](#)

Presenter: Tim Schmitt
August 30

APA Summer Convention a success

Scott joins Alabama Media Group

Newspaper veteran joins the Advertiser-Glean

New book details Lisa Theris' near death
experience

Newsprint tariffs remain as high as 20 percent

Journalists invited to apply for Media Law
School 2018 fellowships

"My summer at the Hartselle Enquirer"

Mooty writes about the life and times of
Johnny Dyess

When it comes to sales, even technology has
its limits

Shed light on the epidemic of suicides

A strategy for organizing your advertisers
information



Alabama Press Association
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(205) 871-7737
(205) 871-7740 (fax)
www.alabamapress.org

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APA Summer Convention a success



APA delegates returned to the Perdido Beach Resort for the 2018 Summer Convention in July. The program featured candidate forums and a high-energy presentation on sales strategies and best practices.

Ryan Dohrn, creator of the 360 Ad Sales Training system and a globally recognized media revenue consultant, presented two programs: Teaching Old Sales Dogs New Tricks and 60 Sales Tips in 60 Minutes. Here is a link to his presentations (and more): <http://360adsales.com/ad-sales-training-options/ad-sales-training-ebooks/204-al-press-assoc-2018-ad-sales-training>.

Delegates also heard from attorney general candidates Steve Marshall and Joe Siegelman;

lieutenant governor candidates Dr. Will Boyd and Rep. Will Ainsworth; and gubernatorial candidate Mayor Walt Maddox. Gov. Ivey did not attend.

The convention came to a close with the presentation of the awards from the 2018 Better Newspaper Contest. First place winners from 30 categories were presented with awards, including awards from the new Magazine Contest. Congratulations to all winners!

The Winners tab, a publication of all of the winners in the contest, is included in this mailing and is available online at <http://www.alabamapress.org/wp-content/uploads/2018/08/2018-BNC-TAB.pdf>

Thank you to our 2018 sponsors!



Scott joins Alabama Media Group

Kelly Ann Scott has been named vice president of content at Alabama Media Group. She comes to Alabama from Reno, Nev., where she led the content operations as executive editor for the Reno Gazette Journal, Reno.com, and RENO Magazine, which is part of the USA Today Network.

Scott joined RGJ Media in 2005 as an assistant city editor and led the investigative and political coverage before moving to the top editorial role in 2013. She served as president of the Nevada Press Association in 2017.

Scott will oversee journalism and operations at AL.com, Reckon by AL.com and the company's social media channels.

She is a graduate of the University of Nebraska and earned a master's degree from St. Cloud State University. She began her career in 1998 as a reporter in the Midwest and joined Gannett in 1999 as a reporter at the St. Cloud (Minn.) Times.

Scott replaces Michele Holmes who was promoted to head of partnerships. Holmes, who joined the company in 2013, will continue to oversee non-news content.



Kelly Ann Scott

Other promotions include Izzy Gould, most recently director of content, to senior director of sports for the Southeast region of Advance Local, and Elizabeth Hoekenga Whitmire, the company's first director in social media, who is now the senior director of audience development.

Newspaper veteran joins The Advertiser-Gleam



Christine Hammers

She succeeds Adam Prestridge, who left the paper in March for a similar position at The Greenville Advocate.

She and her husband Dan have relocated to Guntersville from Lake Havasu City, Arizona, where she

A longtime veteran of the newspaper industry, Christine Hammers, has joined The Advertiser-Gleam as the newspaper's

general manager.

served as an advertising director.

She began working in the newspaper business while in high school. Her father ran the shopper in Oxnard, California, and Christine would fill in at whatever role her father needed help with. "I was taking classified ads on Saturday and helping in the production department after school," she said.

She began college to be a child psychologist, but newspapering was in her blood by then. She worked at newspapers in Palm Desert, Palm Springs and other locations in California.

This is not the first time she has worked in the Southeast. She worked

at newspapers in Kentucky for seven years. Her papers included the Butler County Banner in Morgantown, the Thrifty Nickel in Owensboro and the Country Peddler in Bowling Green.

"We're elated to have Christine join us as the general manager in Guntersville," said Scott Brown, director of operations for Tennessee Valley Media Inc., the parent company of The Advertiser-Gleam. "Her experience with small newspapers and coming from a lake community will help her understand the market very quickly. She will be a solid leader for our sales team in providing print and digital audiences to local businesses."

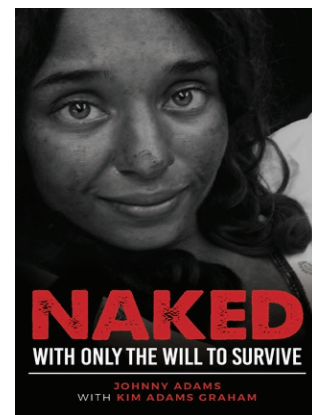
New book details Lisa Theris' near death experience

By Johnny Adams

August 12, 2018 marks one year that Lisa Joy Theris was found naked alongside Highway 82 near Midway, AL. She had been lost in the woods for 25 days and nights with no clothes, no food, no phone; she had absolutely nothing, except the will to survive. Authors Johnny Adams and Kim Adams Graham recently released the book, "Naked with Only the Will to Survive." The book is based on information gathered from many exclusive interviews with Lisa Joy Theris, law enforcement agencies, doctors, experts and other sources. Experts say she was within days of dying from

starvation. How did Lisa survive? What were her thoughts while in the woods? How did her family feel while she was missing? The book answers these questions and many more. Pictures of her frail body taken within hours of being found are in the book. The book is currently ranked #1 in sales in its category on amazon.com. For more information about the book or to place an order visit LisaJoyTheris.com.

Johnny Adams, along with Kim Adams Graham, is the owner of the Union Springs Herald.



Front Cover of Naked With Only The Will To Survive

Newsprint tariffs remain as high as 20 percent

The Department of Commerce on Aug. 2 announced its final determination regarding tariffs on newsprint imported from Canada. While Commerce is restricted by law from eliminating the tariffs altogether, it reduced the tariffs, particularly as they relate to the assessment of antidumping duties on manufacturers. While this was a positive step, the combined countervailing and antidumping duties still range up to 20 percent, depending upon the manufacturer. These duties cannot be absorbed by newspapers and will result in newspapers continuing to take measures to reduce their consumption of newsprint, and may cause some community and rural newspapers to go out of business.

The News Media Alliance continues to encourage the International Trade Commission (ITC) to reverse these tariffs when it votes on this trade case on Aug. 29. The ITC is investigating whether imports of newsprint have caused or threaten to cause material injury to U.S. newsprint producers. Newspaper publishers, Canadian newsprint manufacturers and 19 Members of Congress expressed opposition to these tariffs at an ITC hearing last

month. Sen. Doug Jones and Rep. Robert Aderholt from Alabama were among those who testified before the committee. The Teamsters and the Communications Workers of America also oppose these tariffs.

In short, the tariffs will hurt the very industry that they are supposed to protect. This is not how Congress intended the trade laws to be used. The ITC must reverse these tariffs to prevent future harm to publishers, printers and domestic paper producers.

The newsprint market is highly regional. West Coast and East Coast mills – whether in the U.S. or Canada – do not compete with one another. A majority of the domestic paper industry firmly believes that the tariffs will harm U.S. newsprint producers, as newspapers and printers reduce their consumption of newsprint in response to higher costs. In short, the tariffs will hurt the

very industry that they are supposed to protect. This is not how Congress intended the trade laws to be used. The ITC must reverse these tariffs to prevent future harm to publishers, printers and domestic paper producers.

If the ITC does not reverse these tariffs on Aug. 29, these duties will continue to cause harm in the marketplace, unless Congress stops them.

Please continue to communicate with Alabama senators and representatives on this issue. Sen. Jones and Reps. Byrne and Aderholt have co-sponsored the PRINT Act (S. 2835 / H.R. 6031), the bill that would pause the collection of newsprint tariffs until further study is done on the impact on publishers and printers.

If you have any questions or have reports on any communications with policymakers, please contact Paul Boyle at paul@newsmediaalliance.org.



Journalists invited to apply for Media Law School 2018 fellowships

In reporting on many important issues, journalists frequently are required to understand key legal questions and are called upon to describe accurately the developments in sometimes complex legal proceedings. Working journalists are invited to apply for fellowships to attend Media Law School 2018, to be held Sept. 19-22 in Columbia, South Carolina, at the University of South Carolina.

Media Law School is an intensive seminar that teaches journalists about criminal law and procedure with a focus on how to more effectively cover trials and the judicial process. Sessions are led by the university's law and journalism faculty and practicing attorneys and judges.



Approximately 30 fellowships in the amount of \$400 each are available to cover travel costs to and from Columbia. In addition, lodging and most meals are provided. There is no fee to apply. Fellowship applications are due by **Aug. 20**.

For more information and to apply, visit www.law.sc.edu/medialawschool.

In its third year, the Media Law School has drawn journalists from a variety of news organizations and all U.S. regions. It is presented by the university's School of Law and College of Information and Communications. It is sponsored by the American Board of Trial Advocates.

Contact Carmen Maye with questions at medialaw@sc.edu.

Deaths

Abb Jackson (Jack) Smith II



Services for Abb Jackson (Jack) Smith II, of Auburn, were conducted Sunday, July 1, at Auburn United Methodist Church, with

burial following in Fairview Addition Cemetery in Eufaula. Officiating were Dr. Cory Smith, Rev. Charles Cummings, and Dr. Alan Cassady.

Smith, 47, was born April 6, 1971, in Eufaula, the son of Joel Pierce and Ann Sutton Smith.

After graduating from The Lakeside School, he attended Birmingham-Southern College, where he received a bachelor's degree in history. He also held a master's degree in journalism and communications from the University of Alabama. At Birmingham-Southern, he was president of Sigma Alpha Epsilon fraternity and a member of the President's Student Service Organization.

In 1996, Jack returned to Eufaula to join his father at The Eufaula Tribune, serving as general manager and later editor and co-publisher. During his tenure at the newspaper, he won numerous awards for journal-

istic excellence from both state and national newspaper associations. He was known and respected for strong, but fair, editorials as well as his popular personal column, Editor's Notebook. Most notable of the awards he and his staff earned was the coveted General Excellence Award from the Alabama Press Association.

He served on the board of directors of the Alabama Press Association and the Alabama Press Association Journalism Foundation. He was instrumental in the organization of Main Street Eufaula and was an active member of the Eufaula Chamber of Commerce, receiving the Volunteer of the Year Award. He also served on the Wallace College Sparks Foundation board and was actively involved in numerous community projects. He was an active member of First United Methodist Church and assisted in the publication of a newspaper during the annual conference of The Alabama-West Florida Conference.

Following the sale of the family newspaper in 2006, Jack established J Smith Consulting and was a successful consultant and seminar leader for various organizations such as press associations, colleges, and newspapers, as well as Auburn Ath-

letics. He later was named Associate Athletics Director for Strategic Communications for Auburn University Athletics, where he worked until May 2017.

At that time, he resumed his consulting business, which he successfully conducted until the time of his death. Jack also served as a consultant for the staff of the award-winning Auburn Plainsman and taught selected classes in the journalism department. Jack wrote a widely-read blog, "One Man's War On Depression," that touched the lives of many, who, like Jack, struggled with depression and anxiety.

Jack is survived by his wife, Alison Williford Smith of Auburn; three children, Sutton Elizabeth Smith, Abb Jackson Smith III and James Manning Smith; a stepson, Max Pepito; two brothers, Joel P. Smith Jr. (Paige) of Eufaula and Bill Smith (Mark) of Washington, DC; his mother, Ann S. Smith of Eufaula; the mother of his children, Barclay Smith, Auburn; and numerous uncles, aunts and cousins. Memorials are suggested to the Jack Smith Memorial Fund at the American Foundation for Suicide Prevention, P.O. Box 530171, Birmingham, AL 35253.

David Micheal Granger



David Micheal Granger, managing editor of The Wetumpka Herald, died July 24 at his home in Equality. He was 58.

Granger began working for Tallapoosa Publishers, Inc. when he was hired as a staff writer at The Alexander City Outlook in January of 2015. In December 2016, he took the position of managing editor for TPI's Elmore County newspapers overseeing The Wetumpka Herald, The Eclectic Observer and The Tallassee Tribune.

Granger is from Opp and had been living in Equality with his wife Lynn Holley Maynard Granger for many years. He graduated from Elmore County High School in Eclectic and earned a bachelor of arts in journalism in 1984 from Auburn University.

Throughout his multi-decade journalistic career, Granger earned several awards from the Alabama Press Association and Alabama Sports Writers Association.

In APA's 2018 Better Newspaper Contest, Granger was awarded third place for his column, "Holidays bring fireworks... to my kidneys!" in the Best Humorous Column category.

He also earned second place in Best Editorial Column or Commem-

tary for "Facebook killing sparks quests for answers."

Granger was a big sports fan and a large space of his heart was dedicated to the Atlanta Braves and Auburn Tigers.

He is preceded in death by his father Jack D. Granger. He is survived by his wife Lynn Granger, mother Ann Granger, children Brandon (Jessica) Granger, Jeremy Maynard, sister Annette (Tim) Presley, brother Dodd (Rita) Granger, grandchildren Tyce Maynard, Jack Granger, Tyler Maynard, and numerous nieces, nephews, great-nieces, and great-nephews. Pallbearers were Jimmy Martin, Jimmy Monk, Scott Hughes, Trey Presley, Chad Granger, and Brett Granger.

Deaths

Joseph “Joe” Nathan Dickson



Joe Dickson, Civil Rights activist and former publisher and owner of the Birmingham World died July 21. He was 85.

Mr. Dickson was born on March 5, 1933, in Montgomery to Mary Rachael and Robert Dickson. He graduated from Fairfield Industrial High School in 1950, and worked as a welder until he entered the United States Army.

Mr. Dickson earned a B.A. degree in sociology from Miles College. While at Miles College, he was

involved in the civil rights marches and selective buying campaigns. He was arrested along with Rev. Fred L. Shuttlesworth and other civil rights activists in front of the federal court house in Birmingham.

In the 1960s, Mr. Dickson joined A.G. Gaston's Washington Insurance Company as an insurance agent, working in six different counties. He also worked with the Urban League and acted as the deputy director for an experimental demonstration project at Miles College that trained African Americans for jobs within the community.

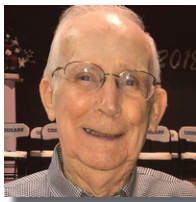
In 1970, Mr. Dickson attended

Howard University Law School and earned a J.D. degree in 1973. He then returned to Alabama and formed his own real estate and construction company. He was the president of the Alabama Republican Council for a number of years and was asked to work for the former governor of Alabama, Guy Hunt, as the assistant of minority affairs in 1988.

Dickson began working with the Birmingham World newspaper in 1987 and in 1989 returned to run the paper.

Dickson was married to Dr. Charlie Mae Dickson and together they had eight children.

James Richard Morgan



James Morgan, former co-publisher and co-editor of The Luverne Journal died Wednesday, August 8, 2018 in a Montgomery

hospital. He was 85 years old.

Mr. Morgan proudly served with the United States Air Force, and was a co-owner of The Luverne Journal for almost 70 years.

Funeral services were held at 11 AM on Saturday, August 11, at the First Baptist Church of Luverne with

Rev. Clay Crum officiating.

In lieu of flowers, the family requests that memorial donations be made to either Crenshaw Christian Academy, 608 Country Club Drive, Luverne, Alabama 36049, or to one's favorite charity.

Clyde Mitchell “Mitch” Sneed



Clyde Mitchell “Mitch” Sneed, editor of Tallapoosa Publishers newspapers, passed away July 1, 2018, from injuries he sustained in an automobile ac-

cident the previous day. He was 57.

Sneed believed everyone has a story and if he met you, he was determined to tell it without fear or favor. He offered the world he encountered an authentic smile and an unflinching mirror that emanated from his written words.

For nearly four decades, Mitch reflected the world around him and shed light upon its glories and human frailties as a dedicated journalist, loving husband and father, a fiercely loyal friend and as a mentor to younger journalists discovering the profession that he viewed more

as a vocation than just a job. His work earned a litany of professional honors and awards and consistently set a standard of excellence his colleagues used as a benchmark for their own efforts.

He was born on June 2, 1961 in East Chicago, Ind., to Roy J. Sneed and Donna J. Sneed. Sneed was a life-long journalist, beginning his career at age 18 covering high school sports at his hometown paper, the Clayton News/Daily in Jonesboro, GA.

He attended the University of Georgia before returning to Clayton County to begin what became a remarkable career that would see him record a first draft of history throughout the South and the Midwest. Sneed chronicled sports at every level of competition, including high school, college and professional sports teams.

He wrote extensively about NASCAR, professional boxing and col-

lege football before moving to hard news coverage. He was an award-winning journalist at several stops throughout the Atlanta area, including the Atlanta Journal-Constitution, in Kenosha, Wis., Virginia and Alabama. He served as editor at the Clayton News/Daily, The Opelika-Auburn News, and the Douglas County (Ga.) Sentinel.

As a newsroom leader, he served as mentor and an example of unparalleled dedication to scores of journalists that took the lessons he imparted throughout the country. Throughout his career, Sneed interviewed world and national leaders, stepped in the ring to fight Heavyweight Champion Evander Holyfield for a charity event, exposed corruption and fought tirelessly to give voice to those in society who were otherwise voiceless.

Sneed continued on page 7

Deaths

Sneed

continued from page 6

But his profound passion always was local community journalism and working tirelessly to improve any place he called home.

If you knew Sneed, you loved him. And he loved you, regardless of your station in life, your color, sexual orientation, religion or politics. To Sneed, everyone had a story and he dedicated his life to telling it. He was widely appreciated for a biting wit and was an accomplished comedian who

wrote for several nationally-known acts.

Since 2014, Sneed served as editor of five newspapers in Tallapoosa and Elmore Counties: The Alexander City Outlook, The Dadeville Record, The Wetumpka Herald, The Tallassee Tribune and The Eclectic Observer, and their related websites. He won numerous awards during his long journalistic career, including 12 individual Alabama Press Association awards this year which were presented at the state's newspaper convention in July.

Sneed's editorial team was a major reason The Alexander City Out-

look was named one of the "10 Newspapers That Do It Right" in 2018 by Editor & Publisher magazine.

Survivors include his wife, Cyndi Thomas Sneed of Alexander City, Ala.; daughter Sydney N. Hampton-Sneed (Jessica) of Millbrook, Ala.; daughter Jessica D. Sneed (Sabrina) of Alexander City, Ala.; granddaughter Kaydence E. Bryan; sister Brenda J. Barnhill (Chris); brother Roy A. Sneed (Jeanie); sister-in-law Frankie Sneed, father-in-law Fred H. Thomas (June) of Opelika, Ala.; sister-in-law Missy Thomas McEntire (Thomas) of Opelika, Ala., and numerous nieces and nephews.

People

Lauren Jackson has joined the staff at the Hartselle Enquirer. She is a native of Boaz and a graduate of Jacksonville State University with a bachelor's degree in communications.

Prior to joining the Enquirer, Jackson worked with various local magazines and publications in the Jacksonville area.



Briefs

Mountain Valley News introduced "Story Trail" this summer to promote summer reading and traffic for local businesses during July.

Story Trail was a scavenger hunt centered around the book *Pete the Cat*. Each week, pages of the book were placed in participating businesses. The Mountain Valley News announced where to go on the trail to find pages for that week. After reading the pages, participants answered questions related to the pages and turned in their answer sheets to the newspaper office.

Answer sheets with correct answers were eligible for a drawing each week for prizes. The grand prize was a signed copy of *Pete the Cat* and a picture with author James Dean, who was on hand for a book signing to celebrate the conclusion of the "trail."

Raycom Media, based in Montgomery, has been sold to Atlanta-based Gray Television, creating the third largest television group in the country.

Raycom merged with Community Newspaper Holdings Inc. in September of last year. CNHI owns newspapers in 22 states, four in Alabama, and is currently exploring the sale of its newspaper properties.

Lee Enterprises, a newspaper company based in Davenport, Iowa, has entered a management agreement with Berkshire Hathaway. BH Media includes five newspapers in Alabama: The Opelika-Auburn News, The Dothan Eagle, The Dothan Progress, The Eufaula Tribune and The Enterprise Ledger. The five-year agreement will help reduce cost and provide expansion of operating scale for both companies.

The former **Birmingham News** production building in downtown Birmingham sold recently for \$1.5 million. Investors plan to turn the building into a self-storage facility.

Alabama Media Group moved its printing to Atlanta last year.

The Sumter County Record-Journal offered a \$500 reward for the return of a news stand stolen from the Livingston Post Office on June 8.

Publisher Tommy McGraw was willing to forgive and forget if the machine was returned undamaged and a payment of \$100 was made to the newspaper. If the machine had been damaged, the amount due to the newspapers was \$1,000.

The machine had not been returned.

Mooty writes about the life and times of Johnny Dyess

Kyle Mooty, general manager of The Eufaula Tribune and editor of The Enterprise Ledger published a book this year titled, "New Set of Downs," about Alabamian Johnny Dyess.

Dyess was a small-town football star walk-on who played four remarkable seasons under the legendary "Bear" Bryant at Alabama. He returned home only to get involved in the drug culture and became a meth addict. He went from painting at Times Square Church in New York City to eventually carrying out God's word. "New Set of Downs" takes us through Dyess' glory years on the gridiron, as well as many dark locations, including a warehouse in Atlanta where he carried a large gun to protect himself during a drug deal.

A dozen years later, Dyess was actually saved by people from ironi-

cally the Auburn/Opelika area, home of his most bitter rival from the gridiron. Just a country boy from South Alabama, he was given life-restoring advice from as far away as New York City, eventually returning home to face the legal music. It was capped off by a full pardon from the board of Alabama Pardon and Paroles Department.

Today, Dyess speaks of his unrelenting faith to high schools, church groups and more, and he is enjoying life as an assistant football coach at his high school alma mater.



Author Kyle Mooty and Johnny Dyess moments after the Elba Tigers won the Alabama Class 2A state football championship at Bryant-Denny Stadium in Tuscaloosa, Alabama.

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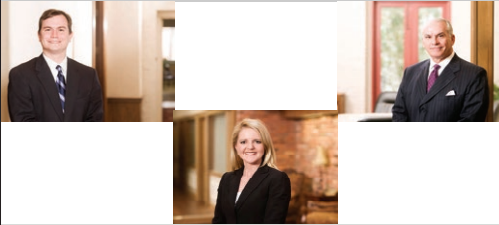
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A rule of the Supreme Court of Alabama requires the following:
 No representation is made that the quality of legal services to be performed is greater than the quality of legal services performed by other lawyers.

My summer at the Hartselle Enquirer

By Dylan Schrader

Previous to my time at the *Hartselle Enquirer*, I had never worked in a newsroom. I had published book reviews in a technical communications journal and a couple of stories for my campus newspaper, and I had written news stories and press releases for class. Though I understood in theory what makes a quality news story, I did not have the experience necessary to say that I really understood what it takes to be a good journalist.

At the end of my internship, I now feel confident that I can interview sources, write news stories, feature stories and sports stories well enough to gain employment in journalism if I choose that route. I also improved as a photographer, though I still have a long way to go to say I could do that professionally. Either way, the amount and variety of content I was able to publish in the *Hartselle Enquirer*, *Hartselle Living* and *Madison Living* far exceeded my expectations, and I now have several quality publications to add to my portfolio.

I would also like to say that my colleagues at the *Hartselle Enquirer* made working there this summer a fun and highly educational experience. Rebekah Martin, the managing editor, was always available to give advice and steer me in the right direction when I did not know how to approach a story. Considering how overworked she is (she oversees two newspapers and two magazines, and she also writes content as well), this is no small feat. The *Enquirer* may be a small paper, but everyone

there works hard to produce quality journalism, and I am proud to have served there for 10 weeks.



Dylan Schrader, APA summer intern, University of Alabama at Huntsville

I thoroughly enjoyed getting to know the people of Hartselle, who are some of the friendliest, most loquacious people I have had the good fortune of meeting. The highlight of my internship was working on the two magazine feature stories I published. For one, I got to interview a promising baseball prospect for *Hartselle Living* after he had been drafted by the Tampa Bay Rays. For the other, I got to interview two marketing associates at Topgolf for a business feature for *Madison Living*. Both were rewarding in different ways, and it was at that point in the internship that I realized that I actually knew what I was doing.

Some other highlights are as follows: I met with the Hartselle Board of Education to discuss a certification they received; I met several coaches at Hartselle and other Morgan County schools for various types of sports

stories; I interviewed local business owners for both feature and straight news stories; and I covered local sporting events, including taking photographs for publication.

If I had not done this internship, I would not feel as confident in my skills when I graduate as I do now, and I have a 4.0 GPA in a master's program. I do not say that to brag, but I work hard to become a better professional writer and editor in my program. The experience I gained in my internship was even more valuable than some of my classes, and I recommend interning at the *Hartselle Enquirer* to any aspiring journalism/communications student who wants immersive, hands on experience working with a local newspaper.

From Rebekah Martin, managing editor, *Hartselle Newspapers*:

I've attached a summer recap written by our intern Dylan Schrader. He recently completed his 10 weeks with us and was a great asset to our newsroom. Dylan wrote for the Hartselle Enquirer and Hartselle Living magazine - as well as one feature for our sister publication, Madison Living. He's currently doing some freelance writing for us for our football magazines in both markets.

Dylan worked hard for us while he was here, only narrowly missing his deadline twice. His writing and grasp of AP style got stronger with each week. He showed up on time and didn't leave until the job was done - covering evening events on more than one occasion.

We appreciate the generosity of the APA Journalism Foundation that allowed us to have Dylan with us this summer.



Time is money.

Start Now.

SAVE YOUR STAFF TIME & ENERGY DURING THE 2019 BETTER NEWSPAPER CONTEST CALL FOR ENTRIES. SET ASIDE PHYSICAL AND DIGITAL COPIES OF YOUR BEST OF THE BEST 2018 WORK, THROUGHOUT THE YEAR.

REMEMBER: Calls for judging will begin in December. We are partnered with Illinois Press Association for the 2019 contest.

When it comes to sales, even technology has its limits



by Brad English
APA

“What makes you different?” That’s a question we used to teach beginning sales reps to ask a prospective client as a means to uncover what’s important to the potential customer. But maybe it’s a question we need to ask ourselves - and our sales reps - today.

There are an estimated 18 million sales reps (of some type) in the US today. And that number is shrinking due to several factors. Technology has certainly made it easier for reps to juggle more accounts, allowing for attrition to take place among sales teams. We are becoming more and more accustomed to purchasing products online, and many actual prefer that way of doing business to interacting with a sales rep.

Gartner, a research organization, predicts that by 2020, 85 percent of interactions between businesses will be executed without human intervention. It is likely that of the 18 million salespeople in the United States, there will be only about 4 million left.

But while technology has certainly made certain aspects of the sales profession more efficient, nothing is more important than the common traits found in the DNA of truly successful salespeople. As a recent article in Inc Magazine reveals, some of the traits many managers look for today are not unlike those found in successful salespeople decades ago.

Persistence. As a young boy,

Joe Girard sold subscriptions to the Detroit Free Press door-to-door. He learned quickly that there was a direct correlation between the number of doorbells he rang and the amount of money he made. There were, of course, an added number of rejections and a more than a few doors slammed in his face, but he found each “no” put him one step closer to another subscription. He carried that philosophy forward as he continued his sales career. Over a 15-year

berance created a market for The Solid Flavor Injector, Mr. Microphone, and the Showtime Rotisserie. “If I create a product, I can market it as well as or better than anyone on the planet,” he said in a 2009 interview. “I have the confidence and the passion. People see that, and they know it is real.”

All three of these people shared common characteristics that helped define their careers, and ultimate success in their respective professions. At the same



period that began in 1963, he sold more than 13,000 Chevrolets at a local dealership—at one point selling 18 cars in a single workday.

Determination. A successful salesperson in Dallas, Ms. Ash quit her job in 1963 because, she said, a man whom she had trained was promoted above her at twice the salary. She planned to write a book, but her notes became instead a business plan for a beauty and cosmetics company that relied on women to sell merchandise to their friends and acquaintances through direct sales (otherwise known as multi-level marketing). We, of course, know her better as Mary Kay. She was innovative and determined. Mary Kay turned a negative situation into a multi-million dollar business.

Confidence. Then there is Ron Popeil, founder of Ronco, pioneered the process of selling consumer appliances and other products by infomercial. His exu-

time, they were unique in their approach in getting to the top.

A publisher once told me there were two types of people in advertising sales: People who loved it and people who hated it. The ones who lasted did so because they had a passion for it. Successful newspaper companies could not afford to carry folks on the team who didn’t share that passion, so they got rid of the dead weight.

Look around your team. What makes one rep different from another? No two sales approaches will be exactly the same. And we, as managers, certainly have no problem with how they reach their numbers – just so long as they get there. But there’s also no doubt that no matter how different the members of your sales team may be, the successful reps will share the traits of determination, persistence and confidence. And that’s something no technology can ever replace.

Shed light on the epidemic of suicides



by Jim Pumarlo

High-profile deaths always grab headlines. Suicides especially draw attention as witnessed by the deaths of renowned fashion designer Kate Spade and chef Anthony Bourdain. The news was carried in big and small newspapers alike.

Yet, when suicide strikes in our own communities, many newspapers ignore the news. It's time that all newsrooms have a thoughtful conversation on how to report suicide in a sensitive and forthright manner.

Even newspapers that reject the idea of reporting suicides accept that some circumstances demand an exception. Many newspapers adopt a policy to report suicides only if they involve public officials or if they occur in public settings. The rising incidence of suicides, unfortunately, demands a broader approach. Suicide is in no uncertain terms an epidemic.

A recent report by the Centers for Disease Control and Prevention notes that suicide rates have increased in all but one state during the past two decades with half of the states showing increases of more than 30 percent. Nearly 45,000 Americans age 10 or older died by suicide in 2016 – more than twice the number of homicides – making it the 10th-leading cause of death and one of three that is increasing. Among people ages 15 to 34, suicide was the second-leading cause of death in 2016. The rise in suicides in the United States crosses lines of age, gender, race and ethnicity.

There is no single approach, no right or wrong way to report suicides. Here are some things to consider when establishing guidelines:

- When do suicides warrant front-page coverage?
- How much detail should be included? Should the cause of death be identified?
- Should suicide ever be reported as the cause of death in an obituary versus in a separate story?
- What steps can be taken to ensure timely reporting?
- Should certain words or phrases be avoided in the reports?
- Should suicide reports be accompanied with hotlines where others can turn for help?

As with the development of any news policy, it's important to broaden the conversation beyond the newsroom. Identify and talk with those individuals who may have valuable perspectives. Health-care professionals should be near the top of your list. Talk as well with school counselors, mental health advocates, clergy, law enforcement personnel and medical response teams. Ask to speak at a meeting of grief support groups.

Many communities have formal grief response teams that go into schools when a classmate has died. Connect with them, too. And don't forget that your co-workers may be among the best resources. They and their families are community members, too.

Newsrooms often become preoccupied with reporting a news event, then fall short on attention to follow-up stories. Suicides can present an excellent opportunity for stories that address the causes of suicide, namely depression.

These can be worthwhile and educational stories. But newspapers must consider the impact on victims' families and friends. No matter how the stories are pursued and presented, personal tragedy is the springboard for the coverage. Follow-up stories, no matter how well intentioned, will put a family back in the spotlight.

Responsive and responsible newspapers can do a great

deal to help communities work through tragedies, but coverage must be done with sensitivity. Don't automatically reject the idea of approaching families of the deceased. During my tenure at Red Wing, we connected with one family whose son took his life four years after losing his brother in a car accident, never recovering from his loss. It resulted in a front-page story and a remarkable series of events that resulted in the insertion of curriculum in eighth-grade health class addressing depression and the signs of suicide.

The sensitivity of suicide almost makes the subject taboo in general conversation, and it brings a feeling of guilt or embarrassment to mention in an obituary. That is unfortunate, because suicide truly is an epidemic as the statistics underscore.

A first step to addressing suicide is to acknowledge and talk about suicide in our communities. Newspapers are in the perfect position to start and guide that conversation.

Suicides are the kind of news that should be reported if community newspapers truly are to be the recorder of local events – a living history of our home towns. They are necessary if community newspapers are to remain relevant and represent themselves as the source of local information.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

A strategy for organizing your advertisers' information



Ad-libs
by John Foust

I was talking to Greg, a veteran sales manager "Our sales team knows the importance of asking questions and gathering the right information," he said. "But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that's a proposal or the first ad in a new campaign.

"To deal with the challenge, I put together a simple format for note-taking," he explained. "It has evolved over time, and I'm sure it comes from a combination of ideas I've seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow."

Greg's format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. "Simply use a legal pad and divide it into four sections," he said. "Draw a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you're all set. On the next page, you can continue the same four categories or use four new ones.

Here's a look at Greg's favorite quadrants:

1. Put audience information in the top left quadrant. "This is for notes about the advertiser's target audience," Greg said. "Their demographics, their interests,

their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?"

2. Put information about products and services in the upper right quadrant. "This tightens their focus," Greg explained. "Don't let the advertiser get away with puffed up generalities like 'fantastic' or 'incredible.' Dig for specific features and benefits. When you review the notes, you'll see some connections between audience motivators and product benefits."

3. Write history notes in the bottom left quadrant. According to Greg, this is the place for the advertiser's previous marketing experiences. What worked? What didn't work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?"

4. Put notes on ad plans in the bottom right quadrant. This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

"The system works like a charm," Greg said. "If the advertiser mentions a product fact while history is being discussed, there's no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule."

It's all about writing it down the right way. Worth a try, isn't it?

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information: john@johnfoust.com

Help Wanted

Full-Time Reporter—Greenville, MS

The Delta Democrat-Times in Greenville, Miss., seeks a full-time news reporter with high energy, moxie and strong writing skills. The job requires beat coverage with the ability to break news and write compelling features. The successful candidate will cover government and write general assignment and enterprise articles. The reporter must be able to see the big picture and to report and craft prize-winning stories. Candidates must have excellent interviewing skills, solid news judgment and the ability to cultivate sources. The successful candidate also will have basic photography skills and layout and design ability using QuarkXpress. A bachelor's degree in journalism or a related field and prior reporting experience, preferably at a daily newspaper, are required.

To apply to work for our award-winning newspaper, send a resume, cover letter and five published clips to: jalverson@ddtonline.com.

Position includes vacation, 401k, health insurance and your standard package of holidays. Pay is 22-26k based on experience. We are an Emerich Newspapers property; a Mississippi-owned-and-operated, three-generation family company with a track record of success.

Managing Editor—Alexander City, AL

Nationally recognized, progressive newspaper that has successfully blended print and social media, the Alexander City (Ala.) Outlook wants you. We are strong and growing, producing quality local journalism, compelling design and exceptional sports coverage for a dynamic area.

Our properties include 5 community newspapers located around Lake Martin in east central Alabama; The Alexander City Outlook, a five-day daily; a twice weekly; and four weeklies, The Wetumpka Herald, the Tallassee Tribune, The Eclectic Observer and The Dadeville Record and associated websites. The successful candidate will help us move the organization forward with strong leadership skills, have a vision of our continued integration of print and social media, be able to identify and develop talent and be willing to become immersed in our communities. The ability to write, edit and contribute to the daily product when needed is essential. Pagination skills are helpful but not required.

Pay commensurate with experience, excellent benefits package and opportunity to advance based on performance. E-mail resume to steve.baker@alexcityoutlook.com.

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Fuller Goldsmith



The Daily Mountain Eagle Publisher James Phillips, Andrea Phillips and family.



Libby Williams, Maddie Williams and Robert Bozeman



Patty and Horace Moore, and Cindy Fisher



APA Accountant Scott Goldsmith pictured with (L to R) wife Melissa and children Fuller and LeLe.



Dan and Teresa Meissner



Steve and Kim Baker, Mary Lyman and Kenneth Boone



Sunset on the Bay



Rebecca Beasley, Joe Siegelman, Joe Thomas and Jim Rainey



Opening reception



Lt. governor candidate, Will Ainsworth, speaking to the APA delegates.



Mary Lyman Boone, Ben and Mary Shurett



Ryan Dohrn leading one of his sessions.



Alabama Attorney General Steve Marshall speaks to APA members.



Tay Bailey, Joe Thomas and Emily (Bailey) Manning



Lt. governor candidate, Dr. Will Boyd, speaking to APA members.



BNC Awards Banquet