

# AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MAY 2024

## **APA Media Awards**



*If you participated in the AMA contest, you may expect an email from Hoosier State Press Association regarding judging assignments.*

*Thank you for your participation in the contest and as a judge!*

## **APA Summer Convention**

Perdido Beach Resort,  
Orange Beach, AL  
**June 27-29, 2024**

Click [HERE](#) to register with APA.

Click [HERE](#) to book room nights at the Perdido Beach Resort.

## **APA Summer Convention is fast approaching**

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Solving the puzzle of advertising

Impress upon readers the underlying value of public records



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## APA Summer Convention is fast approaching - Do you have your hotel reservation?

The hotel reservation deadline is Sunday, May 26, 2024. Make your hotel reservations [HERE](#) or call 251-981- 9811. \*Reference booking code #18956 for the APA block at special rates starting at \$265 per night (regular rates are \$600+ per night).



Please do not wait to reserve your room. Rooms have already sold out for Thursday night. The hotel is fully booked outside of our block and will fill remaining rooms in our block the day of the deadline. Note: the calendar on the hotel website shows Thursday and Friday night as our block dates. You will need to enter your dates on the top left of the calendar.

Here are the programs and activities.

• Thursday welcome event:

Join us Thursday evening as we kick off the weekend with a two-hour sunset dolphin cruise aboard Wild Hearts, a 53-foot, open ocean catamaran. We will depart from the dock across the street from the hotel. Tickets are \$50. Price includes light food, beer, wine, soft drinks and water. Space is limited, so reserve your seat early.

• Friday afternoon programs and events:

Who has postal issues? Brad Hill, president of Interlink, will discuss all things postal. If you have a specific postal issue, please email [jaclyn@alabamapress.org](mailto:jaclyn@alabamapress.org), and Brad will be prepared to address your issue during his program.

The second Friday afternoon program is "Let's Talk About Magazines" with Mark Mayfield, instructor in the Journalism & Creative Media Department at the University of Alabama.

End the day with fellowship and libations at our opening reception on the beach deck sponsored by Alabama Power and Alabama News Center. Dinner on your own.

• Saturday programs and events:

Enjoy a continental breakfast and hear from APA attorneys Dennis Bailey and Evans Bailey. They will go over the recent changes in Alabama's Open Records Act. This is also a good time to bring your legal questions about other issues you might be facing.

Next up is Kevin Berrier from MDDC Ad Services (Maryland, Delaware, DC). His program is "Building Revenue with AI – A Case Study."

Saturday morning continues with DuBose Porter, a longtime newspaper publisher from Dublin, Ga., who joins us to talk about the Georgia Trust for Local News. It is a subsidiary

of the National Trust for Local News, a non-profit committed to conserving, transforming and sustaining vibrant, sustainable community news enterprises across the country.

We have also invited Alabama Congressman Robert Aderholt, who represents Alabama's Fourth Congressional District, to be our luncheon speaker. Congressman Aderholt, in his role as Chairman of the Appropriations Subcommittee on Labor, Health & Human Services, and Education, was instrumental in having language directing the Secretary of HHS to use part of its public health paid advertising budget to reach small or rural markets through local media outlets, including small daily and weekly newspapers. Congressman Aderholt has also been an advocate for newspapers with the United States Postal Service.

Finally, we will celebrate the winners of the 2024 APA Media Awards with a reception and banquet Saturday night. Let's celebrate all of the good work accomplished this year!

Visit our convention website at <https://alabamapress.org/summer> to register with APA, or there is a registration form attached you can complete and mail to the APA office. Please contact Jaclyn at the APA office (205-871-7737) if you have any questions or need additional information.

We look forward to seeing you in Orange Beach!

## Advertiser-Gleam back to one day

From Anthony Campbell, Advertiser-Gleam editor and general manager

Changes are coming to the publishing schedule of The Advertiser-Gleam in Guntersville and its sister publication, the Lakeside Post.

The Lakeside Post has been published as a free publication of The Advertiser-Gleam for the last 10 years. Increasing costs of newspaper production and postage mean that simply is no longer feasible. As of May 15, the Post ceased publication.

That is the first of two changes coming to the Gleam. While it has been published twice-a-week for many years, the Gleam started as a once-a-week newspaper, and will return to that format beginning in

mid-May. We will publish on Wednesdays and be available "online" 24/7 at [www.AdvertiserGleam.com](http://www.AdvertiserGleam.com).

The Lakeside Post and previously, the Advertiser-Gleam's Bargaineer, existed as free products to provide additional coverage to all mail boxholders for the benefit of advertisers who printed weekly store print ads inserted in the newspaper. Many of those customers no longer print weekly store inserts, and if they do, the frequency has been reduced.

But from a content perspective, we're not cutting things in half. We plan to give our readers some things in return:

- We plan to change the newspaper from a 12-page per edition publication to at least

16 pages and more on occasion.

- The comics page, which had been published in the Lakeside Post, is moving to The Advertiser-Gleam.

- The extra production time for a single issue should give our staff of writers more time to develop better, more in-depth stories. We will continue to break timely, important news on our website and Facebook page. And you can count on the same fiercely local news coverage you've come to expect in these pages.

We hope the change will allow us to have more special emphasis pages, such as other newspapers have traditionally had: an arts page, school page, faith page, opinion page, the opportunities are endless.

## Marion Times-Standard and Perry County Herald merge

The Marion Times-Standard and the Perry County Herald joined forces starting in April. The merger created the Times-Standard-Herald, a locally owned and operated weekly newspaper serving all of Perry County.

Herald Editor and Publisher John Allan Clark will continue to oversee the new publication, along with Associate Editor Casey Roberts and Office Manager Candace Ratcliffe.

Clark said the new paper will look like a hybrid edition of the two papers.

"Because weekly newspapers never stop moving, we will continue to refine and work things out in the coming editions. Don't be surprised to see more changes rolled out in the coming weeks and months."

Subscriptions to either paper will continue to remain valid and in effect through their current expiration date, at which time subscribers will be asked to renew their subscription to the Times-Standard-Herald.

"We hope to keep the local content

people enjoy about both papers, and add more local features and information," Clark said.

"Even though, as an industry, times are tough for newspapers, community papers like ours serve a niche that gets ignored by the larger, click-driven media outlets. We see a future in continuing to provide information and coverage that's important to the people in the communities we serve, because they're our communities, too."

The Times-Standard-Herald will publish weekly on Thursdays.

## Gwin named Editor Extraordinaire

Lizi Arbogast Gwin was named to Editor and Publisher's 2024 Editors Extraordinaire list last month. Of newspaper editors around the country, Gwin was singled out among the top of her class due to her drive, persistence and ability to go beyond the call of duty.

Gwin was nominated by General Manager Tippy Hunter, who emphasized Gwin's unwavering leadership as one of her defining qualities. During the 2023 shooting in Dadeville, Gwin masterfully orchestrated meaningful coverage on a personalized, local scale along with the help of the rest of the TPI team. Gwin was also dealing with the death of her brother-in-law, but put the paper and the families of those in Dadeville above herself in order to do the best work possible for those impacted.

Gwin's recognition is her second during her time as the managing editor. Last year, Gwin won second place in America's Newspapers Carmage Walls Commentary Writing competition.



Lizi Arbogast Gwin (Photo by Audra Spears)

### Lizi Arbogast Gwin

Managing Editor, Tallapoosa Publishers, Alexander City, Alabama

**Education:** Bachelor of Arts, Mass Communication, Virginia Commonwealth University

**Number of years in news media:** 13

**What advice do you have for other professionals aspiring to become an editor extraordinaire?**

Be unapologetically you. If there's one thing I've learned as an editor, it's how to stand up for myself and my staff and how to defend any decisions we make. Whether it's something simple, like who to put on an all-star team, or something more controversial like a hot-button opinion piece, my staff and I have very open communication about our decisions. With that, we have confidence in ourselves and know we are doing what is right for our readers and community. If you believe in yourself and your staff, your readers will have no choice but to do the same.

**How do you motivate yourself and your staff during difficult times?**

Our staff suffered a lot over the past year. We are coming up on the one-year mark since a mass shooting in our coverage area, and it was unfortunately followed by many deaths of young people in our communities. Mental health has always been important to me, and I like ensuring my staff knows that. Although it's important to push out the news accurately, fairly and with integrity, it's also essential to take care of ourselves, not just as journalists but as people. I try to remind them what a great job they are doing when covering difficult subject matter and how important it is for the community and the loved ones of those lost. Working with my staff for the past year has been a true blessing.

## NNA needs your voice on postal issues

*John Galer, publisher, The Journal-News, Hillsboro, IL and NNA Chair*

**NNA needs your help.** This summer, the Postal Regulatory Commission will review the regulations that permit USPS to require postage increases twice a year.

Postage for Periodicals has increased by more than 35% since 2021. For some newspapers, the increase was even higher.

The USPS has intentionally slowed the delivery of newspapers. The official delivery standard was slowed by only a day, but actual delivery is much slower for most of us. Also, our First-Class Mail has become unreliable, so that checks don't arrive as they should.

I need to know your experiences with these problems. I'm attaching a letter to give you a guideline for response. You'll see on the form where I need you to write in your own experience. Or, please just write your own letter. The more specifics, the better.

NNA plans to file all of the letters on the record with the Commission. We need to help the Commission understand how the decline of mail service has hurt our industry.

If you don't want your letter included on the public file, there is no need to respond, but you can send me private emails. I represent our industry in the Postmaster

General's Mailers Technical Advisory Committee.

But I hope you'll write a letter. Whatever the Commission decides is what we will live with for the next five years. Higher postage rates? Even worse service? I hope not.

You may use this form, and we'll take it from there or download this template and complete it yourself — please email to [lynne@nna.org](mailto:lynne@nna.org) by June 1.

If you represent a group, you may fill this out and upload a document with your titles to include with this letter.

Thank you for your help and for the opportunity to represent this important industry.

## States Newsroom now in all 50 states

*From States Newsroom*

States Newsroom, the nation's largest state-focused nonprofit news organization, has announced that it now has a presence in all 50 states; a milestone that solidifies its status as a fully national news network. Following a content-sharing agreement with Spotlight Delaware, States Newsroom now reports from every capital with more than 220 full-time staff across 39 state news outlets it fully funds, partner nonprofit outlets in 11 states, a Washington Bureau and its Stateline.org site — all of which is compiled on News from the States.

In Alabama, the news outlet is the Alabama Reflector, run by former Montgomery Advertiser reporter Brian Lyman. Lyman was recently recognized by the Pulitzer Board in the commentary category "for brave, clear and pointed columns that challenge ever-more-repressive state policies flouting democratic norms and targeting vulnerable populations, written with the command and authority of a veteran political observer."

While state government news coverage has been declining nationwide in recent years, States Newsroom has grown and thrived, shining a light on policy and politics in state capitals around the country. In an era of rampant disinformation and news deserts, States Newsroom is providing non-partisan coverage of the issues that most affect people's daily lives. And the organization provides that news for free to the public and other publishers without pop-ups, paywalls or ads. Without its coverage,

many smaller papers would not be able to afford to offer their readers news from their own state capital.

"I could not be prouder that States

**States Newsroom**  
RELENTLESS CAPITAL REPORTING

**FAIR.  
FEARLESS.  
FREE.**

The nation's largest state-focused nonprofit news organization, with reporting from every capital.

Newsroom will be an informative and vital source of news for all 50 states," said Chris Fitzsimon, director and publisher of States Newsroom. "Our network is filling the gap in coverage of state government news with veteran journalists who know their state's issues the best. At a time when people's fundamental rights are under attack, misinformation is rampant, and accurate news is hard to find and access, we are lifting up the voices of people who are unheard or ignored through nonpartisan coverage that is free to all." The announcement comes following States Newsroom's newest content-sharing partnership with Spotlight Delaware, which joins CalMatters, The Texas Tribune and

eight other independent nonprofit outlets whose reporting is featured on News from the States alongside States Newsroom's content. States Newsroom launched its comprehensive statehouse news site in 2021.

As part of its continued growth, States Newsroom also announced last year that it was selected by The Pew Charitable Trusts to be the new home of Stateline — merging the two state policy-focused organizations to expand their incisive reporting on state government. States Newsroom also boasts numerous groundbreaking partnerships with The New York Times, ProPublica, Report for America and more. Just last month, a story by States Newsroom reporter Shalina Chatlani was co-published with The New York Times as part of her yearlong fellowship with The Times as a Local Investigations Fellow. Coverage has garnered hundreds of awards from leading regional and national news organizations like the Indigenous Journalists Association, Society of Professional Journalists, Society of Environmental Journalists and many state press associations.

Leading studies cite States Newsroom as key to filling the void in coverage left by staffing cuts at legacy media outlets. According to one study, the overall percentage of reporters working for nonprofit newsrooms in the statehouse press corps has more than tripled since 2014 and now makes up the largest portion of statehouse reporters in 10 states and the second largest in 17 states.

# Senator Peters secures pause on changes to Iron Mountain Processing and Distribution Center

From NNA

In a letter sent to U.S. Senator Gary Peters, Chairman of the Homeland Security and Governmental Affairs Committee, following his repeated calls to stop implementation of changes to the United States Postal Service (USPS) mail delivery network, Postmaster General Louis DeJoy has committed to pause changes planned at the Iron Mountain Processing Center that would move a portion of mail processing operations to a facility in Green Bay, WI.

As part of this announcement, DeJoy committed to pausing similar changes at facilities across the United States until after Jan. 1, 2025. Following the recent USPS Iron Mountain Processing Center announcement, Peters spoke directly with Postmaster General DeJoy on May 8, 2024, and led 25 of his colleagues in a bipartisan letter calling on USPS to stop the facility and transportation changes in its network plan until they can be studied to ensure they will not harm mail delivery service. Peters slammed USPS's decision to move forward with these changes last week, following a recent oversight hearing he convened to examine these changes and the impact they have had on mail delivery performance. Peters will continue to push for the Postal Service Board of Governors to request an advisory opinion



Sen. Gary Peters

from the Postal Regulatory Commission that will comprehensively study the potential impacts of these changes.

"I'm glad I was able to secure this pause on changes to the Iron Mountain Processing and Distribution Center, which will help ensure that residents and businesses across the Upper Peninsula that depend on the Postal Service for reliable mail delivery will continue to be able to count on that service," said Senator Peters.

"I appreciate Postmaster General DeJoy's efforts to work with me on this issue. However, I still have concerns about additional changes, including to local transportation trips, that impact Michiganders. I urge the Postal Service to pause and reverse local transportation changes in addition to facility changes, until we have more information about their effects. I will continue to push for a comprehensive study by the Postal Regulatory Commission to ensure any changes implemented do not impact mail delivery. It's absolutely critical that we understand the full scope of these changes, as well as their impact on service and communities, before moving forward."

In his letter to Peters, Postmaster General DeJoy wrote: "Further to our conversation yesterday, I agree to pause the movement of processing operations associated with the Mail Processing Facility Reviews. In response to the

concerns you and your colleagues have expressed, I will commit to pause any implementation of these moves at least until after January 1, 2025. Even then, we will not advance these efforts without advising you of our plans to do so, and then only at a moderated pace of implementation."

Peters has championed efforts to protect the Postal Service and its 250-year tradition of delivery service to all Americans. Last month, Peters convened a hearing with key USPS officials to examine proposed changes to its delivery network. In February, Peters wrote a letter to Postmaster General DeJoy requesting further details into changes at the Iron Mountain Processing Center. In 2022, Peters authored and led passage of a historic, bipartisan law to set the Postal Service on a more sustainable financial footing and support the goal of providing long-term reliable service across the country. The law made the first major reforms to the Postal Service in more than 15 years, including requiring six-day delivery.

Postmaster General DeJoy's full letter to Senator Peters is available [here](#).

"We are grateful for Chairman Peters' intervention and PMG DeJoy's agreement to pause the continued rollout of the USPS Delivery for America project. The twice a year price increases along with declining service have been an existential crisis for many of our members. This will come as a welcome relief for our family of community journalists," NNA Chair John Galer, publisher of The Journal-News in Hillsboro, Ill, said.

## AP updates guidance on generative AI standards

Amanda Barrett, *The Associated Press*

AP has updated its guidance on the use of generative AI in the news report to allow for some experimentation around the use of the technology in specific use cases.

In each case, content begins with the work of an AP journalist, and an AP journalist will edit and vet the content before publication.

Three areas where AP will experiment with generative AI are:

Translations of English language AP stories into Spanish: The translations will be based on AP stories, and an AI model will be used to convert them to Spanish. A member of AP's Spanish-

language translation staff will edit the copy as necessary before transmitting it to customers. Translations can represent a considerable change to a story. For translations, the AP will clearly indicate the technology's use.

Creation of news summaries: After a story is written by an AP journalist, an AI model will supply an automated summary, which will be edited by an AP journalist as necessary before being sent to customers.

Writing headlines: An AI model will suggest headlines for some stories, which will be reviewed by an editor and edited as necessary before publication.

Accuracy, fairness and speed remain the guiding values for the AP news report.

While the mindful use of AI can serve these values, ultimately it is the responsibility of every AP journalist to be accountable for the accuracy and fairness of the information shared with our customers and audiences.

The updated guidance is the result of extensive work among standards, product and technology teams aimed at identifying uses of generative AI to make AP journalism more efficient and effective. The central role of the AP journalist — gathering, evaluating and editing news stories, video, photography and audio for our members and customers, and presenting them across our platforms — will not change.

## Columns

## Solving the puzzle of advertising



*Ad-libs  
by John Foust*

We've all heard challenges described as puzzles. With that in mind, let's take a look at a real puzzle and see how it relates to the particular challenges of creating advertising. Jigsaw puzzles, of course, are illustrations, photographs or other graphic representations that are cut into many pieces. The challenge is to fit them together, each piece in its special place in the overall picture. The more pieces in the puzzle, the bigger the challenge.

In my opinion, the most important part of a jigsaw puzzle is the picture on the box which shows what the completed puzzle looks like. Imagine the difficulty of working on a puzzle without that guide. Is it a beach scene or a cityscape? Is it birds of North America or antique sports cars? You'll never know unless there is something to follow.

It's just as difficult – and a lot more costly – to put together an ad campaign

without a guideline to follow. If you dump the pieces out of the box and try to force them to fit, you'll end up with a jumbled mess that is destined to fall apart. But if you start with a plan, you'll have a picture to guide you along the way.

Here are some thoughts on advertising's puzzle box:

1. Start with research. Roberto, who speaks glowingly of the ad team he manages, once told me, "We wouldn't think of calling on clients unless we know as much as possible about them. Thanks to their web sites, online articles and our own files, we're in position to start in-person conversations on the same wave length. That usually establishes a good rapport, so we can shift our questions to their products, their prime audiences, and the history of their past advertising efforts. We focus hard on benefits, because that's the engine of the advertising."

2. Organize the information. When working on a jigsaw puzzle, it makes sense to sort the pieces before putting them together. A little extra time now will save a lot of time later. Put the border pieces together (they have at least one

straight edge). Then put all the colors together. And so on, until there's some order to the chaos.

It's the same in advertising. After you gather the right kind of information, take time to separate and prioritize the pieces. As you clearly identify a target audience and their buying motives, you'll see matches with certain product benefits. And as you consider the way those bits can fit together; the bigger picture will begin to emerge.

3. Translate the information into advertising. After you put the information into workable order, the next step is to develop an advertising theme and specific ads to carry out that plan." Or as Roberto described it, "Strategy first, then tactics. In other words, the theme comes first, then the copy ideas, offers and illustrations."

The point is simple: When you open the box to work with a new advertiser, make sure to have a good picture to follow.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com).*

## Impress upon readers the underlying value of public records



*by Jim  
Pumarlo*

Hardly a year passes without legal requirements for public notices coming under assault. It's happening this year in the Minnesota Legislature where the Minnesota School Boards Association is seeking authority for school districts to remove public notices from newspapers.

The initiative comes on the heels of Alden Global Capital shutting down eight community newspapers. The proposal not only attacks the essence of open government, it also significantly decreases citizen access to vital information.

The Minnesota effort runs counter to activity elsewhere. Legislation introduced in 2024 suggests state legislatures are growing increasingly comfortable allowing news websites to serve as an alternative source of official notice, according to the Public Notice Resource Center and National Newspaper Association. Legislators should say "no" to the school boards' proposal.

The debate over public notices puts

the spotlight on the broader arena of public information. Unlike legal notices, there's no statutory requirement to publish a litany of government data. Yet, the information is public and newspapers should take time to explain the underlying value of documenting data collected by government agencies.

To no surprise, many people are rankled by the publication. We've all received the complaints. For example, a reader asks: "Why is it necessary to print the dollar amount of all building permits? Wouldn't it suffice to acknowledge a household remodeling project without a price tag?"

The reader didn't say it, but the editor is certain what was on her mind: "The dollar value is only for snoopy neighbors."

On the surface, the argument appears legitimate. Simply reporting that a permit was issued would serve the purpose of monitoring local construction.

But newspapers should think twice when setting guidelines for how to treat the scope of government data. The example of building permits underscores the predicament. If newspapers honor one request to withhold public information, other individuals will likely seek special

consideration. The result is an incomplete record with no justification or standards.

Consider these examples I encountered during my tenure as editor.

- Ambulance runs: It's newsworthy to report people transported from accident scenes, most people agree – though that is not a universal opinion. But they quickly call it an invasion of privacy to list ambulance calls to homes.
- Traffic tickets: It makes sense to identify individuals ticketed for drunken driving, many would likely say, but is it really necessary to print every speeding ticket?
- Bankruptcies: It might be newsworthy to report a business bankruptcy, many argue, but what's the public good of drawing broader attention to an individual's financial problems?

Every documentation of a public record has its detractors. I recall when a woman threatened to sue our newspaper because we identified her son who was injured in a bicycle accident. She said the report would reveal her location to her ex-husband, though he did not live in our circulation area and was unlikely to see the newspaper. She delivered some choice words and hung up the phone; her

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attorney never called. As upset as she was, the information was public, and we deemed it newsworthy.

In today's fractured media landscape, newspapers should take seriously their role as a record of their communities – a living history. Public records are a major ingredient in that chronicle. But there's a greater reason for carrying these reports beyond simply being a public record. Altogether, the information presents a community's pulse.

Consider the broader public value. For example, burglary reports alert a

neighborhood to suspicious activity. Bankruptcy notices warn unsuspecting merchants who might otherwise take a financial hit through unpaying customers.

Specific to building permits, the dollar value of business construction or a new home is valid. It offers a sense of the market, especially for those considering purchasing or building themselves. It's difficult to justify listing the value of those permits but omit the data for remodeling projects.

Editors readily accept that many people are less than enthusiastic when reading their names in a public record. But imagine the reaction if readers know information was withheld simply due to a person's request.

The strongest defense is to treat public records with a level playing field. Exceptions should be rare. Readers are best served by a full menu of public data rather than a selective serving.

Preserving the publication of legal notices rises to an even higher threshold. As the Minnesota Newspaper Association underscores, the notices are paramount to the spirit of transparency that underpins democracy and Minnesota's history of open government.

*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](mailto:jim@pumarlo.com).*

## Help Wanted/For Sale

### Reporter - Cullman, AL

The Cullman Tribune needs an experienced News Reporter who is self-driven, goal-oriented and able to consistently produce quality journalism. The ideal candidate will be skilled in unbiased reporting and possess a strong dedication to community engagement.

#### Key Responsibilities:

- Report accurately and objectively on local news and events
- Attend and cover city council meetings and major local festivals as needed
- Maintain a flexible schedule, including some weekends

#### Qualifications:

- Excellent written and verbal communication skills
- Ability to work independently and meet deadlines
- Strong critical thinking and problem-solving competencies to effectively handle unexpected challenges
- Ability to work with residents and those in your coverage area to formulate story ideas and hear the concerns of the communities.

#### Application Process:

Email your resume to [news@cullmantribune.com](mailto:news@cullmantribune.com). Please demonstrate your ability to fulfill the role as described and explain what local news coverage means to you.

### Sales Marketing Representative - Cullman, AL

The Cullman Tribune is seeking an enthusiastic and motivated individual to fill an open Marketing / Sales Consultant position. We are looking for someone who will set and exceed personal revenue goals each month by creating engaging client campaigns which will drive desired business results.

The Tribune is looking for someone who will connect with clients to help achieve their business objectives through effective print and digital advertising. Unlike many newspapers, we offer flat commission which doesn't change if you

fall short of your personal monthly sales goal.

#### Marketing Specialist will:

- Generate revenue for the newspaper by meeting monthly self goals via effective outside sales
- Develop and target results for clients via new and effective creative campaigns
- Branding is key but so is research of the customer to ensure campaigns are reaching the desired target audience
- Passion for working with a sales team with a positive mindset
- Driven by reasonable results, opportunities to learn and assist others
- Must have a basic business acumen as it relates to print, online media, digital interactive opportunities and social media savvy
- Sales experience preferred along with an understanding of newspaper and digital media plans, including the advertising marketplace and key competition
- Quick to overcome adversity
- Must be able to communicate, build relationships and relate well to all customers and clients
- Professional appearance a must

If interested, send an email with your resume and references to [janel@cullmantribune.com](mailto:janel@cullmantribune.com).

### Historic Tuskegee News seeks new owner

The Tuskegee News has been in existence since 1865, and the current owner has owned the business for over 20 years. As a weekly rural newspaper with local roots and ownership, it operates on the belief that the newspaper's role is to serve the community. The Tuskegee News has a history of providing professional journalism and effective advertising that readers and customers have come to rely on. The newspaper and its principals are well known and respected in the area and are supported by a readership of over 3000 through mailed subscriptions and newsstand sales. The Tuskegee News is the only newspaper in the county and is the only authorized publication for legal advertising and public notice. In the past 3 years, gross annual

revenue average exceeded \$250k per year.

The Tuskegee News has been a consistent award-winning publication in the Alabama Press Association Better Newspaper Contest (BNC). Several first-place honors have been bestowed for Best Local News Coverage, Best Editorial Page or Section and Best Editorial Column or Commentary. Other awards have been for Best Local Economic Coverage, Best Education Coverage, Best Photo Essay and Best Sports Coverage. Two who have served as editor/publisher have been recipients of the Distinguished Alabama Community Journalist Award from the Auburn University Journalism Foundation.

The Tuskegee News is based in Tuskegee Alabama, home of Tuskegee University, Tuskegee Airman National Historic Site, and the Kellogg Institute. The community and its attractions draw thousands of visitors a year. The newspaper operates out of a restored 2,500 square foot downtown building. The property is owned by the seller of the business and is available should a buyer be interested in purchasing the real estate. The seller is also willing to lease the building to a new owner.

All inquiries should be emailed to Alan Davis at [alandavis@alandavisemail.com](mailto:alandavis@alandavisemail.com).



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

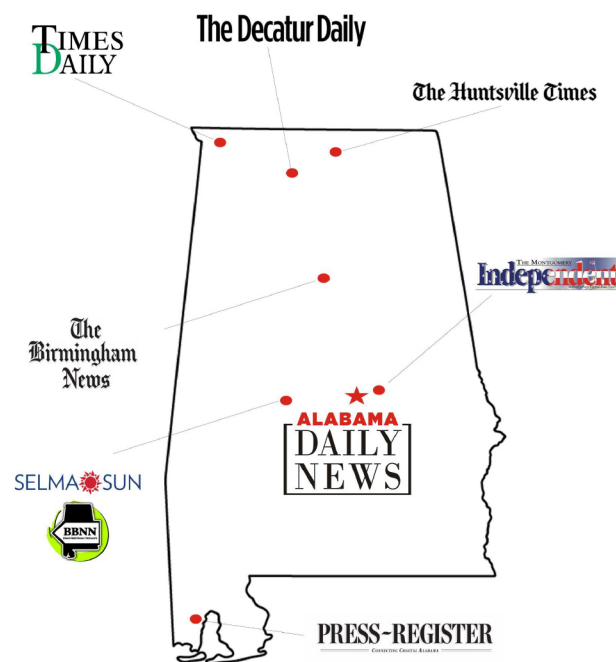
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