

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

AUGUST 2024

Online Media Campus Upcoming Webinars

*Digital Marketing
Fundamentals: Enhancing
Your Client's Online
Presence*

Sept. 12, 2024, 1 p.m.

•

News Media Alliance Support Journalism D.C. Fly-In

Sept. 10-11, 2024
see flyer on page 8

•

Save the Date APA Winter Media Summit

Birmingham Marriott
Birmingham, AL
Feb. 14, 2025

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for newspapers

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News Media Alliance also tracking FTC proposed
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USPS proposes to slow down rural mail. Again.

Utah Press executive elected NAM president

The power of a pause



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APA Journalism Foundation internships pay off for newspapers

The Birmingham Business Journal was among 10 newspapers to receive a \$2,000 internship from the APA Journalism Foundation.

Below is a report from Editor Stephanie Rebman and the Birmingham Business Journal intern Stuart Dyos, a senior journalism student at Auburn University.

From Stephanie Rebman:

Stuart has wrapped up his internship. He was a valuable asset to our team at the BBJ.

He regularly had more bylines and conversions than my other staff members.

Anytime I put a story out on the general thread for people to grab, he was the first to snag it up. He also was greeted at the door with a laundry list of stories as I don't hold anything back and treat interns just like any other reporter – time to sink or swim.

He had many of the traditional younger reporter experiences – where someone asked him to leave the establishment, where someone called to ask to speak to another reporter because he was the intern, etc.

But I saw a lot of growth over the course of two months. His first few stories required a lot of editing. There were misspelled words and inappropriate AP usage. He quickly learned to edit more heavily before turning things in and thought of new sources to better get stories on the front end.

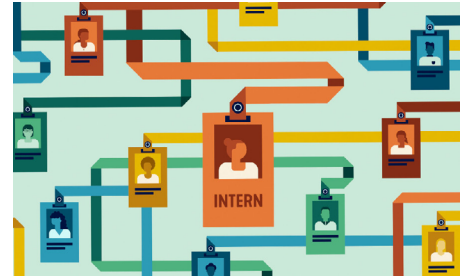
He tackled two large cover stories for us: one on Trussville's entertainment district and another updating the status of country clubs in the metro area and their successes/failures/financials, etc.

He also helped me on our huge Power 60 project. I came up with the list of our top 60 executives in Birmingham, and he did the research to flesh out the writing about them and show why they were the top.

Other big things he was able to do was to attend a UFL game and interview the owner of the league, The Rock's wife. He filtered through 990s from nonprofits, digging into data, appeared on FOX as a part of the BBJ's partnership with the television station, and he helped run the BBJ's events throughout the summer.

He had a positive attitude and fit in with the team swimmingly. He was early or on time to everything and would hang out after hours or at group social events. He was truly part of the team and enjoyed the camaraderie.

We will continue to use him if possible as a freelancer even when he returns to school if our funding and his time permits.



From Stuart:

During my time at the Birmingham Business Journal, I was pushed in the sense of what it meant to be a journalist.

Firstly, I was extremely happy to hear that I would not be treated any different in the office culture expected of me in the sense of workload. I was able to write multiple cover stories along with any story or release that came my way. As a general assignment reporter, I dabbled in every beat that the BBJ covers.

At the start of my internship, Stephanie Rebman, my editor, gave me three to four stories at a time. That was a workload unlike any of my previous experiences. At first it seemed overwhelming, but it allowed for me to time manage and get used to what is expected of a tenured reporter in a professional newsroom.

Most notably, I was able to attend the Birmingham Stallions game and interview the co-owner of the United Football League, dive deep into financials of Birmingham metro country clubs and cover the Birmingham-Southern closure.

I worked three events for the company where I networked with Birmingham professionals and tried to gain sources. I also attended a Birmingham Business Alliance networking event.

Additionally, I was able to appear on the local Fox station on three separate occasions to brief the public of our stories this week. This was something in which I had no experience. The first time I was incredibly nervous to be on television, but by the third time I gained my footing and was a lot more comfortable.

My reporting excelled in this internship. I got a sense of how to ask deeper questions as well as follow up. I knew what information was needed for the story to be successfully published.

I am incredibly grateful for my experience at the BBJ. I would like to thank Stephanie Rebman, Marie Leech, Joel Welker and the Alabama Press Association for this tremendous opportunity.

Boone Newsmedia, Inc. names Alec Etheredge as vice president

From staff reports

Boone Newsmedia, Inc. has named Alec Etheredge as the media company's newest vice president.

The announcement was shared within the organization on Thursday, Aug. 15, as Etheredge joins a Boone management team that currently includes CEO Steve Stewart, Senior Vice President Catherine Boone and Chief Financial Officer Jay Davis, all working to continue the vision set forth by founder Jim Boone, who sadly passed away in 2023.

Boone Newsmedia, Inc. has 24 community media companies in seven states: 11 in Alabama, including Shelby County Newspapers, three in Virginia, three in North Carolina, three in Minnesota, two in Mississippi and one each in Georgia and Michigan.



Alec Etheredge

"Alec is one of our brightest young leaders who has earned this opportunity through excellent leadership of our affiliates in Shelby County and Clanton, Alabama," said Steve Stewart, BNI's president and CEO. "We are excited about what he will contribute to our leadership team."

"This is an opportunity that I don't take lightly," Etheredge said. "To uphold the legacy of BNI and the standard set by its publications is an exciting task that I will strive to accomplish every day. We have incredible operations with strong leadership across the company, which paves the way for a successful future."

He also added that he is excited to be a part of a leadership team at BNI tasked with the challenges of keeping true local

journalism important in the modern media world.

"The news and media world is everchanging, but especially in the modern climate with what is currently available," Etheredge said. "I am excited to work with our management team to combat that and continue bringing local journalism to each of our communities. What makes us successful is the personal touch we can have with our communities to make them feel appreciated and special. We can continue to do that through all of our print publications, while growing with various other platforms."

"It's an honor to work with someone like Alec who understands how a newspaper can be a vehicle to make one's community a better place," Hadaway said. "Alec has a track record of being personally involved in his communities and in the operations of our newspapers, setting an example in how to lead one's team to success. While I am excited for BNI to have Alec as part **Boone vp continued on page 4**

The Courier celebrates its 130th birthday

By Whisper Edwards, Editorial Assistant, Gulf Coast Media

On Aug. 15, The Courier, which started as the voice of a bold experiment in 1894, turns 130 years old. From chronicling the dreams of Fairhope's earliest settlers to capturing the heartbeat of a growing community, The Courier has been there through it all.

The Fairhope Courier, a publication with roots in Des Moines, Iowa, was born out of the ambitions of 13 reformers who gathered on Jan. 4, 1894, to discuss creating a cooperative colony under the banner of the Fairhope Industrial Association. According to the Fairhope Museum of History, among them was Alf Wooster, publisher of the Liberty Bell newspaper, which initially championed the views of the Farmer's Alliance and Knights of Labor. Following that meeting, Wooster repurposed Liberty Bell to advocate for the cooperative colony movement.

The shift was swift. On Jan. 10, 1894, the newly focused Liberty Bell published its first issue under its new mission. This publication served as the voice of the Fairhope Industrial Association until Aug. 10, when the group decided it was time for a dedicated paper. Five days later, on Aug. 15, 1894, the first issue of The

Fairhope Courier rolled off the presses.

"On Aug. 15, the first issue of this new paper, The Fairhope Courier, was published in Des Moines, Iowa, with Association Secretary E.B. Gaston serving as the editor," according to the Fairhope Museum of History.

In November 1894, the Fairhope Industrial Association and the Gaston family relocated to Baldwin County to establish the single-tax colony of Fairhope. Along with them came The Fairhope Courier, which reemerged in Mobile with its Dec. 1, 1894, issue, distributed from the Battles post office. E.B. Gaston continued as the editor, with the exception of a brief period between October 1895 and January 1896.

By 1897, however, the fledgling colony was struggling to fund the publication. Determined to keep the paper alive, Gaston offered to cover its costs for six months at his own expense. When the financial burden persisted, he proposed buying the publication materials from the Association. They agreed, and by January 1899, Gaston had become the publisher of The Fairhope Courier, a role he would hold until his death in 1937.

"At that point, The Fairhope Courier continued publication through the Gaston estate, with his daughter Frances Gaston

Crawford as editor, son Dr. C.A. Gaston as associate editor and son Arthur "Spider" Gaston as business manager," the Fairhope Museum of History records.

According to the museum, the family managed the paper until 1963, when they sold it to the newly formed Eastern Shore Publishing Company, marking the end of an era as the Gaston family retired from the newspaper business.

Today, The Courier stands as a testament to the vision and perseverance of E.B. Gaston and the Fairhope Industrial Association, chronicling the growth of a community that started as an idealistic experiment and blossomed into a lasting legacy.

Today, The Courier is owned by Gulf Coast Media, which also publishes The Baldwin Times (serving all of Baldwin County), The Onlooker (serving Foley, central and north Baldwin) and The Islander (serving Orange Beach and Gulf Shores).

GCM was purchased by brothers Jack, Kyle and Graham Osteen as part of OPC News LLC in 2014. The company split in 2021, with Jack and Kyle retaining ownership while adding GCM Publisher Vince Johnson as a partner. All four papers can be read online at www.gulfcoastmedia.com.

Geneva County has a new newspaper

Earlier this year, the owner of the Geneva County Reaper and the Opp News ceased publication of both newspapers, leaving Geneva County without a newspaper. Now, there's a new paper in town – the Geneva County Journal.

Carl Corey Jr., a resident of Geneva and retired U.S. Army veteran, along with some other former employees of the previous publication, put out their first edition on Tuesday, August 27, 2024.

Corey owns a local business and serves as president on the Geneva County Area

Chamber of Commerce.

The newspaper's name comes from the Geneva Journal, which published from 1899 until it was acquired by the Geneva County Reaper.

The paper's first edition was dedicated to the beginning of high school football in the county. The 20-page edition highlighted the football teams, cheerleaders and the bands from area schools. You can access this first edition here: genevacountyjournal.com/

Rhonda Stone has joined the newspaper as general manager and co-publisher. She began her career at the Geneva County Reaper in 1972.

Sarah Hodge, former editor of the

Geneva County Reaper and the Opp News, is now the editor of the Geneva County Journal.

Others joining the team include Sue Riddle Cronkite, Brad Goodyear, Missy Stephens, Casey Youngblood, Jennifer Rice-Tidwell, Melanie Brown, and Joyce Davis. Together they bring 192 years of experience in the news industry.

"It is so exciting to see this community get a newspaper back," APA Executive Director Felicia Mason said. "In a time when we hear newspapers are disappearing, we see a dedicated group of journalists and business partners come together and bring back this vital part of the community."

After this kick-off edition, the newspaper will become a weekly publication beginning Oct. 1.



Boone vp continued from page 3

of our leadership team, I am most excited for the communities we serve. I look forward to working with him and Steve in supporting our employees as we honor our mission of making a difference through local journalism."

Etheredge, a 2016 graduate of the University of Alabama, has been with Boone Newsmedia, Inc. since 2016, starting at the Shelby County Reporter with Shelby County Newsmedia, Inc.

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

In the fall of 2016, he took over as the sports reporter and was promoted to sports editor a year later in 2017. During that time, he managed sports coverage for the company's five weekly papers and digital platforms.

Etheredge took over as SCNI's managing editor in 2020, leading the newsroom through the COVID-19 pandemic and managing day-to-day operations of the editorial staff.

During his time in the newsroom, he wrote a record number of APA-winning pieces for the paper in both news and sports, while the team continued a longstanding tradition of winning the APA's General Excellence award—a streak now at 18 years in a row.

In July 2022, he was named general manager to fill the shoes of Daniel Holmes.

Etheredge has led the day-to-day operations of SCNI since, which includes one of Boone Newsmedia's largest call centers, a design center, a dedicated sales team and a newsroom now handling three weekly papers, six magazines and much more.

He was named publisher and president of Shelby County Newspapers, Inc. in December 2023, adding Clanton Newspapers, Inc. under his umbrella in

January of this year. He will retain leadership of both publications in his new role.

"It takes a lot of hard work, but a staff that continues to go above and beyond is the only way you are successful," he said. "I am excited to continue watching both Shelby County and Clanton flourish, while also learning more about other operations and their success. I will continue to strive to make sure that we are doing everything in our power as a team to put the best out for the people in our communities."

Etheredge and his wife Sabrina are residents of Chelsea, AL and will celebrate six years of marriage together on Sept. 29. They are expecting their first child in December and have one chocolate and one black lab already in the family.

"My wife and I are grateful to be part of the BNI family and look forward to many incredible years to come," Etheredge said. "Sabrina has been an incredible support to get me where I am today. Her selflessness has allowed me to put a lot of energy into this company."

Industry

News Media Alliance tracking FTC proposed new rule

The News/Media Alliance submitted comments on the Federal Trade Commission's proposed amendments to the Negative Option Rule on subscription renewals last June. The Biden-Harris Administration launched an effort on August 12 to make cancelling subscriptions easier, get refunds and resolve customer service complaints for consumers. The Fact Sheet on the "Time

is Money" initiative specifically names newspapers and refers to the Federal Trade Commission finalizing the proposed Negative Option Rule.

The FTC and numerous state legislatures are considering proposals to restrict auto-renewal practices widely used by many subscription services, including news media publishers.

NMA has been actively engaged

on the FTC rule and working with state associations as well as other stakeholders on legislation nationwide.

The California Newspaper Publishers Association is the latest to deal with the issue in their state Legislature. The believe they have come to an agreement on language to protect newspapers.

Other states have passed laws this year including IL, SC, TN, UT, VA, and MN.

Industry

FTC to re-release its restrictive proposed 'negative option' rule, affecting auto-renew subscriptions

The Federal Trade Commission is getting ready to re-release its restrictive proposed "negative option" rule, which if passed, will have a significantly negative impact on the ability to sell auto-renew subscriptions.

The rule would require affirmative consent for auto-renewal separate from any other part of the order among other changes.

The proposed changes from the Federal Trade Commission website are below. It should be noted that violations of the proposed rule would allow the FTC to seek consumer redress and civil monetary penalties of more than \$50,000 per violation.

- A simple cancellation mechanism: If consumers are unable to easily leave any

program when they want to, the negative option feature becomes nothing more than a way to continue charging them for products they no longer want. To address this issue, the proposed rule would require businesses to make it at least as easy to cancel a subscription as it was to start it. For example, if you can sign up online, you must be able to cancel on the same website, in the same number of steps.

- New requirements before making additional offers: The proposed rule would allow sellers to pitch additional offers or modifications when a consumer tries to cancel their enrollment. But before making such pitches, sellers must first ask consumers whether they want to hear the pitches. In other words, a seller must take "no" for an answer and upon hearing

"no" must immediately implement the cancellation process.

- New requirements regarding reminders and confirmations: The proposed rule would require sellers to provide an annual reminder to consumers enrolled in negative option programs involving anything other than physical goods before they are automatically renewed.

This could be a costly set of requirements for National Newspaper Association members. Newspapers will need new technology, have to retrain employees and do a major overhaul of their subscription and cancellation systems.

NNA staff will continue to monitor the progress and advise what action we may be able to take to mitigate the damage these rules could cause.

USPS proposes to slow down rural mail. Again.

From the National Newspaper Association

The U.S. Postal Service has again proposed to lower public expectations for mail delivery, having already proven it cannot reliably deliver mail on time in many areas. It has filed a petition for a review of proposed new service standards with the Postal Regulatory Commission.

The announcement states that if a newspaper is further than 50 miles from a new Regional Processing and Distribution Center, an additional day would likely be added to expected delivery times for any mail that entered into the newspaper's local post office.

NNA Chair John Galer, who represents NNA on the USPS Mailers

Technical Advisory Committee, said the announcement will draw attention to USPS' current failures and cause the public to have even less confidence in its Postal Service.

"The plan is offered in the name of cost-cutting. In reality, it is just the same old story, one of inefficiency and unreliability," Galer, who is also publisher of The Journal-News in Hillsboro, Illinois, said.

NNA has long complained about unreliable rural mail service. It has asked the PRC on numerous occasions to require reports on how well USPS does in delivering rural mail on time, but the PRC has declined to do so.

Galer said NNA would participate in the

PRC's review of the new request.

"There is no question that USPS has severe financial problems," he said. "It was supposed to produce more than a billion dollars in profit this year under its new Delivering for America plan. Instead, it looks like losses of close to \$7 billion will be reported. The mail is changing. There is less of it. We agree with USPS' statement about that. But USPS has been driving its mailers away with postage increases that have risen several times faster than inflation; at the same time it is delivering mail slower. That certainly results in less mail. Now it wants a reward for its predictions of less mail. At some point, Congress has to step in to protect rural America."

Utah Press executive elected NAM president

The executive director of the Utah Press Association was elected president of Newspaper Association Managers, Inc. (NAM), during the group's 101st Annual Summer Conference Aug. 2 in Oklahoma City.

Brian Allfrey will serve a one-year term as president of NAM. He has served as chief executive in Utah since 2012. He previously worked in advertising sales and management for Utah newspapers. Since 2022, he has served as executive director for the Nevada Press Association and Montana Newspaper Association through management agreements with Utah Press.

Also elected to officer positions were Vice President Phil Lucey, executive director of the North Carolina Press Association, and Secretary Ashley Wimberley, executive director of the Arkansas Press Association. Carolyn Nolte, president and CEO of the Florida Press Association, was elected to serve a three-year term on the board.

Mark Maassen, executive director of the Missouri Press Association, becomes immediate past president.



L to R: Brian Allfrey, Mark Maassen

Laurie Hieb, executive director of the Oregon Newspaper Publishers Association and a NAM past president, was appointed to serve a one-year, unexpired term on the board. Continuing director is Emily Bradbury, executive director of the Kansas Press Association.

Founded in 1923, NAM is a consortium of state, provincial, and national trade groups representing the newspapers and affiliate digital media in the United States and Canada.

People

Samuel Higgs has joined Tallapoosa Publishers as the sports editor for The Alexander City Outlook and The Dadeville Record.

Higgs is a graduate of the University of Georgia, having graduated in May with a degree in journalism. He has covered sports for the last two years, working for The Red & Black student newspaper. He was a sports contributor for UGA becoming a basketball and football beat reporter.

Higgs understands the importance of high school sports in Tallapoosa, Elmore and Coosa counties and is ready to tell meaningful stories.

"I'm very excited to get this next chapter of my life started in Alexander City. I've experienced high school football in Texas and Georgia, so I'm excited to

see what Alabama brings to the table with the season right at our doorstep," Higgs said. "I can't wait to get started and see all the wonderful things that come with being the sports editor here."

Tim Stevens, a veteran journalist, has been named general manager and editor-in-chief of Starnes Media in Birmingham.

Stevens will oversee operations for the company's six publications: 280 Living, Hoover Sun, The Homewood Star, Vestavia Voice, Village Living and Cahaba Sun.

Stevens previously held newsroom leadership positions at the Birmingham Post-Herald, Orlando Sentinel, South Florida Sun-Sentinel and CBSsports.com.

Other new hires at Starnes Media include **Taylor Bright** as community editor for 280 Living and Cahaba Sun. Bright, an award-winning journalist, has previously worked at the Birmingham Post-Herald, The Huntsville Times and The Charlotte Observer.

Also, **Sarah Owens** has joined as the community editor for The Homewood Star and Village Living. Owens, an Alabaster native, is a 2022 graduate of Milligan University and has experience as a multimedia journalist in Sarasota, Fla.

Cady Inabinett has been appointed digital manager for Starnes Media. Inabinett is a 2024 graduate of the University of Montevallo and has worked as a data insights reporter at Open Secrets in Washington, D.C.

Obituary

Joseph Holman Adams, Sr.

Joseph Holman Adams, Sr., 91, passed away at his home Friday August 2, 2024.

"Newspaper Joe" was born April 1, 1933, on Newton Avenue to John Quincy Adams and Elizabeth Holman Adams. He was a lifelong member of the First United Methodist Church of Ozark. Joe was a direct descendant of church founder Reverend Dempsey Dowling. Joe attended and graduated from Dale County High School when it was located where the Ozark Civic Center now stands. He attended and graduated from the University of Alabama with a BA degree in journalism.

While at Alabama, Joe was an active member of the Kappa Alpha Order. He also served as the sports editor of the Crimson White, the University of Alabama newspaper. One of his fondest memories was of George Linn, a member of the famous Alabama basketball team known as the Rocket 8, hit the longest shot in program and NCAA history from 84 feet to close the half against North Carolina in Foster Auditorium. Following graduation Joe was commissioned a Second Lieutenant through the Reserve Officer Training Corp. He was stationed at Ft. Bliss, TX, Ft. Bragg, NC and Ft. Campbell, Ky. While at Ft. Campbell, he served as the Assistant Division Public Information Officer with the 101st Airborne Division.

Joe returned home to Ozark in 1957 to assume the post of editor for The Southern Star, a position he maintained until the sale of the paper in 2021. He took over ownership of the paper from his father

in 1969 and added the title of publisher. Joe was the longest sitting editor in Alabama with 64 years of service to Ozark and Dale County. Joe will always be remembered as a master storyteller. Joe had a remarkable memory for stories about the colorful characters of Ozark. One of his true loves was to be able to regale an audience with these stories. The size of the audience did not matter to Joe; it could be several hundred to just two or three people, he did not care.

Another of Joe's passions was the Alabama National Guard. Joe served in the Headquarters Company of the 31st Armor as well as establishing and being the first Commander of the 131st Public Information Detachment from its inception in 1963. Joe was part of the contingent that was called to active duty in 1961 for the Berlin Crisis. He and Dot and Jay went to Ft. Irwin, CA. They returned to Ozark with Phillip who was born on post at Ft. Irwin. Joe was called upon by the commanding general of Ft. Irwin to be the post public information officer while stationed there. During that year of service, he saw duty in all four military districts from the west coast to Ft. Drum in New York. Joe was always ready to help with Ft. Rucker and the Alabama National Guard.

Joe held a number of positions of leadership throughout his professional life. One of his proudest was when he served



Joseph H. Adams, Sr.

as president of the Alabama Press Association in 2000. Joe was an active member of APA serving on the board as well as helping to lobby for legislation to keep the press involved in Alabama.

Joe also was honored to be selected as a member of the Alabama Sports Hall of Fame Selection Committee. Joe enjoyed being able to work

with other members of the committee to honor deserving athletes every year. He served from the late 80's until the early 2000's.

Another honor that Joe held close was being selected to the University of Alabama President's Cabinet. He truly loved serving his alma mater through this position. He served from 2001 until 2015.

Joe was a founding member of the Association of the United States Army chapter in the Wiregrass. He was recognized as the oldest active member. He was also a founding member of the Ozark Rotary Club in which he was active until just a few years ago. Joe was also a member of the board of directors of the Army Aviation Museum at Ft. Rucker.

Joe was not only an alumnus of the University of Alabama but was also an active and passionate fan of all of its sports teams. He was involved in the recruitment of Joe Kelley, a story he loved to tell. He brought Coach Paul Bear Bryant to Ozark

Adams continued on page 7

Adams*continued from page 6*

for Kelley's recruitment. He also brought Bryant to Ozark to celebrate former players Dexter Wood and Ellis Beck. Joe was very proud of Wilbur Jackson, the first African American four-year scholarship football player at Bama. Joe was bursting

with pride over Dale County athletes like Mickey Andrews, the first Dale County football player at Alabama as well as Billy Knowels at the University of Georgia.

Joe married the former Dorothy L. (Dot) Phillips in 1958. They had three children Joseph (Jay) Holman Adams Jr., John Phillip Adams and Sara Elizabeth Adams.

He was preceded in death by his wife of 65 years Dorothy "Dot" Phillips Adams and his oldest son, Joseph Holman Adams, Jr., his younger brothers Jesse and James (Jimmy) Adams.

He is survived by his son John Phillip Adams, his daughter, Sara Elizabeth Adams Dawkins (Charlie); his four grandchildren, Brittany Merritt,

Mahlon Dawkins, Adams Dawkins and Lofton Dawkins; four great grandchildren, Bryson McRae, Braylee Munn, Turner Merritt and Elizabeth James Merritt; and his younger brother, Johnny Adams (Gloria) of Thomasville, Alabama.

In lieu of flowers, memorials may be made in his memory to Vivian B. Adams School, at vivianbadams.org.

Columns**The power of a pause**

*Ad-libs
by John Foust*

Lately I've been thinking about the well-known television campaign for Wrangler jeans. This was the one with the tagline that was spoken as it appeared on the screen: "Real. Comfortable. Jeans." The narrator paused after each of the three words – to match the punctuation. The combination of the two packed a memorable punch, because it emphasized each word. Wrangler jeans weren't described as "real comfortable," they're "real" and "comfortable." Plus, Wrangler is synonymous with "jeans."

There's real power in a pause – whether it's in a TV spot, a sales presentation, a meeting or a conversation. While there are many points to make about pausing, let's take a look at three:

1. Pause for emphasis. Teresa, who is a marketing agency executive, once told me about her perspective on pausing. "When I'm pitching a new campaign, I create a little mystery – even if it's just

for a few seconds," she said. "The new campaign won't seem as special if it casually appears on the screen or the flip chart. I keep it hidden until the right moment. After I do the set-up, I say something like: And here (pause to change slides or remove the cover sheet on the flip chart) is the first ad in your new campaign."

"It's a little like an entertainment awards presentation," she explained. "The presenter says: And the winner of the Oscar for best picture is (pause to open envelope) and announce the name. That puts the spotlight on the winner."

2. Pause for clarity. Maybe you've heard about sales conversations that began like the one I witnessed some years ago: Hi thank you for meeting with me today I'm here to talk to you about your advertising we talked on the phone last week and you shared some of your concerns about your current marketing let's take a moment to explore that and look at some possible solutions how does that sound?

Whoa. Slow down. Use some verbal punctuation. Otherwise, all the other person hears is an unintelligible mumble.

3. Pause for control. There's an old

saying, "The kindest word in all the world is the unkind word unsaid."

Control is especially important in tense group meetings and one-on-one conversations. If someone pushes one of your hot buttons, pause. Don't say anything, just pause for a moment. There are a lot of pitfalls in shooting from the hip with a negative comment. Instead of risking a response you may regret later, ask yourself: What is the upside in being diplomatic right now? By pausing you'll give yourself a chance to collect your thoughts and think logically, instead of emotionally.

Pausing is equally important when you're asked a question. Resist the temptation to jump in immediately with an answer. Simply pause, take a breath and give your answer. The result will probably be a better answer.

Countless conversations over countless years prove that silence is truly golden, even in small doses. In fact, you could say that a pause is a Real. Effective. Technique.

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

Help Wanted/For Sale**Magazine Editor- Alexander City, AL**

Are you passionate about writing stories that readers can't put down? Do you love meeting new people? Are you ready to make a real impact? Tallapoosa Publishers, Inc., is looking for a creative, passionate writer to become the next Magazine Editor for Lake and Lake Martin Living magazines and a portfolio of annual publications.

This position drives content for TPI's award-winning magazines, researches and writes compelling stories; works with freelance writers; maintains editorial deadlines; and safeguards the editorial integrity of our products.

Minimum Requirements:

- Bachelor's degree in journalism or equivalent combination of education and experience
- 1-3 years experience (preferably) in journalism or marketing field, specifically content creation
- Excellent writing and reporting skills adaptable to diverse audiences
- Excellent communication and interpersonal skills
- High level of creativity with the ability to strategize content
- Thorough knowledge of AP style
- Ability to prioritize projects and meet

(sometimes tight) deadlines

- Knowledge of social media platforms and digital publishing technologies and a willingness to keep up with new trends

Please contact: Betsy Iler, TPI Magazine Editor-in-Chief, betsy.iler@alexcityoutlook.com or by phone at, 256-234-4282.

For more information and to see the latest listings [CLICK HERE](#) to visit the APA Help Wanted page.

News/Media Alliance Support Journalism Fly-in

September 10 - 11, 2024

Washington, D.C.



Make your voice heard! Join your peers in Washington, D.C. for the Support Journalism Fly-in, where you will have the opportunity to meet with members of Congress to reinforce the need for legislation compensating news publishers for our valuable content. We'll also meet to discuss pressing topics affecting the industry including AI, free press, postal, privacy, and tax. **This event is invitation-only.**

Schedule of Events

Tuesday, September 10

6:00 p.m. - 8:00 p.m. | Alliance Support Journalism Awards and Chairman's Dinner

Wednesday, September 11

7:30 a.m. - 9:00 a.m. | Breakfast and Hill Visit Briefing

9:00 a.m. - 5:00 p.m. | Capitol Hill Advocacy Visits

Registration

To register, please visit newsmediaalliance.org/support-journalism-fly-in.

The deadline to register is Friday, August 16.

Hotel Information

Washington Marriott Capitol Hill
175 L St NE, Washington, DC 20002

Save your spot! Register by Friday, August 16!
newsmediaalliance.org/support-journalism-fly-in

To book a room in our room block starting at \$339 + tax per night, please [click here](#). **The deadline to book a room in our block is Friday, August 16.**

Travel Stipend

The News/Media Alliance is offering a travel stipend of up to \$1,000 to attendees who are in need of financial assistance and wouldn't be able to attend without it. For consideration to receive the stipend, please apply for it when registering.

Questions?

Please contact Judy Gawczynski at judy@newsmediaalliance.org

Thank you to our partners for their support!



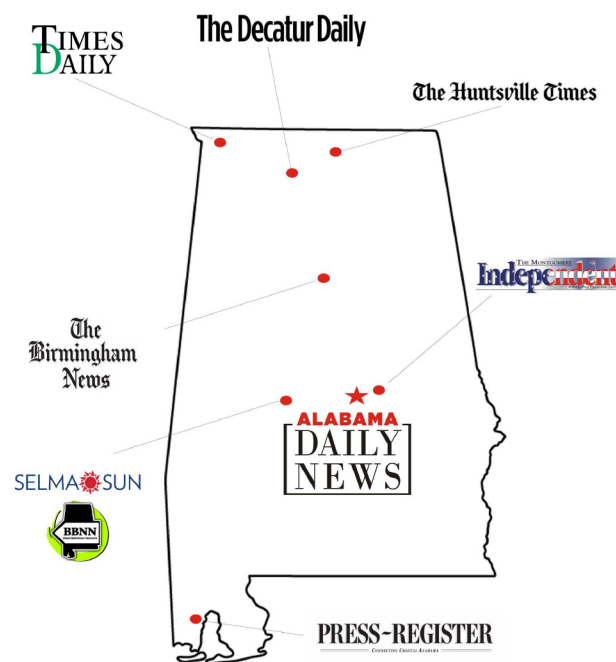
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CONTENT OFFERINGS

- Daily stories on activity from the Legislature, Governor's Office, executive agencies, Congress and campaigns;
- Regular enterprise stories going deeper into topical issues;
- Photos from the State Capitol, State House and U.S. Capitol.

For story samples & rates contact Publisher Todd Stacy at todd@aldailynews.com or 202-815-3863.