

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

JANUARY 2025

Online Media Campus Upcoming Webinars

[Unlock Revenue Growth
With These Branded Content
Secrets](#)

Feb. 20, 2025, 1 p.m.

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APA Winter Media Summit

Birmingham Marriott
Birmingham, AL

Feb. 14, 2025

Register before Feb. 3!

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APA
Media
AWARDS
Print | Digital | Magazine

All Contests Open!

APA announces Lifetime Achievement and
Emerging Journalist for 2025

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in February

Contest portal is open

The LaFayette Sun welcomes new publisher,
owner

A grateful heart

Following through is the thing to do

Initiate regular conversations with news sources

This is the most important year in your
newspaper's history

2025 Golden Quill Award Information



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APA announces Lifetime Achievement and Emerging Journalist for 2025

Veteran newspaper Publisher Bo Bolton and young journalist Sarah Owens will be honored at the 2025 APA Media Summit on Friday, Feb. 14 in Birmingham as the Lifetime Achievement and Emerging Journalist recipients this year. See registration information below.

Kermit P. Bolton, who we all know as Bo, started his newspaper career in the mid-1970s. He grew up in Scottsboro, got a degree from the University of Alabama, and served in the military. He wanted to go back to UA to further his education but instead ended up answering a classified ad in The Tuscaloosa News to work in the newspaper's circulation department.



Bo Bolton



Sarah Owens

From there, he went to North Carolina and back to Alabama with Boone Newspapers. In 1986, he purchased the Tri-City Ledger in Flomaton. In 1996, he purchased The Monroe Journal in Monroeville where today he publishes an award-winning weekly newspaper and operates a huge printing plant offering a variety of printing services and prints dozens of newspapers and other

publications across South Alabama, South Mississippi and the Florida panhandle.

Bolton has served on numerous APA committees and served as president in 2007. He also served as a director for the National Newspaper Association.

On the other end of the journalism career spectrum is Sarah Owens, a 25-year-old native of Alabaster. Owens earned a bachelor's degree in communications with a concentration in multimedia journalism from Milligan University in Milligan, Tenn. in 2022.

Since graduating, she has covered crime and local news as a reporter and editor across the Southeast, working for the Johnson City Press - where she reported on crime, public safety and community news, the Community News Collaborative in Florida, and now Starnes Media in Birmingham.

As Starnes Media's community editor for the Homewood Star and Village Living, she manages, edits and reports for each publication with the goal of creating multi-platform content aimed at keeping communities well-connected and well-informed.

APA looks forward to recognizing these two talented journalists next month.

APA 2025 Media Summit returns to Birmingham in February

APA invites you to join us for the 154th Media Summit on Feb. 14, 2025, at the Birmingham Marriott on Highway 280. Plan to come and bring members of your staff for this unique training opportunity. You can even bring your spouse to shop during the day and take him or her out for a nice Valentine's dinner in Birmingham.

Click [HERE](#) to view a tentative agenda. Click [HERE](#) to register with APA before Feb.3. If needed click [HERE](#) or call the hotel to reserve rooms in the APA block by Jan. 30.

We begin the day with a panel of student media journalists from around the state. Having students involved in this program has become a highlight of APA programs each year.

Students will also have the opportunity to visit with newspaper management during the Meet the Publisher program.

At the luncheon we will recognize our Lifetime Achievement and Emerging

Journalist award recipients. We will also install the new APA officers during the business meeting.

The first afternoon program of the day will feature Kevin Goldberg, the First Amendment Expert and VP at the Freedom Forum. He will discuss copyright laws and how newspaper can protect their work.

The next afternoon program is a panel of the winners in the Freedom of Information category from the 2024 APA Media Awards. Hear examples of the work your colleagues are doing to provide information to their readers.

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

We hope to see you in Birmingham as we kick off 2025!

Contest portal is open

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

Start uploading your entries for the 2025 contest NOW. Click [HERE](#) to find the rules, portal link and more information.

The deadlines are as follows:

- [Editorial](#) March 10, 2025
- [Advertising](#) March 17, 2025
- [Magazine](#) March 24, 2025

As a way to encourage more entries and provide some assistance towards attending our awards banquet, the AMA committee has put together the following incentives for entries:

- For every 50 entries submitted in the editorial contest and every 50 entries submitted in the advertising contest, you will receive one complimentary reception and banquet ticket (a \$95+ value).

- For every 25 entries submitted in the magazine contest, you will receive one complimentary reception and banquet ticket.
- There are no limits but all entries must be for the same publication title; not per company.

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

The LaFayette Sun welcomes new publisher, owner

The Sun (LaFayette, AL) has a new owner and publisher. Michelle Key assumed the role on Jan. 8 after purchasing the newspaper from Mike Wilcox and Wilcox Newspapers.

Key lives in Opelika and is the owner and publisher of The Observer newspaper, LIVE Lee Magazine, a lifestyle magazine featuring Lee County, and Neighborhood Tour of Homes and Real Estate Magazine featuring realtors and real estate across East Central Alabama.

Key purchased The Observer in 2017 after working with the paper for three years as the office administrator.

Key said she is excited to begin work with The Sun. "I am thrilled to have the opportunity to work with The Sun and see that this paper, that has been published for more than 175 years, continues to serve the Chambers County community," Key said. "This historic paper has been providing news to the residents

of LaFayette and Chambers County for a really long time, and I will strive to continue that effort."

The LaFayette Sun began as the Alabama Standard in April 1841. On Aug. 3, 1881, Olin B. Stevenson over-saw the adoption of its current name. Hunter H. Golson purchased the paper in 1939, and five years later, sold it to his managing editor, Bonnie Hand.

Bonnie Hand and his children continued to own the paper for over 70 years. Over the decades, they witnessed many changes to the newspaper, LaFayette and Alabama as a whole. They also oversaw Bonnie's, Golson's and Stevenson's introduction to the Alabama Newspaper Hall of Fame, making The Sun the only newspaper with three publishers in the hall.

Bonnie's son, Mike, retired from the paper in December 2014, selling to Mike Wilcox of Wilcox Newspapers. "When the

Hand Family listed The Sun for sale in 2014, they had the difficult task of finding a devoted, capable and local-oriented steward to continue its legacy. I hope they found that in me, but I know I found that in Michelle," said Wilcox.

"I am thrilled to leave The Sun in such great hands and cannot wait to see what good she brings to our community!" "I am looking forward to getting out and meeting members of the community here in LaFayette," Key said. "There may be a few changes here and there, but ultimately, I just want The Sun to continue to be the great newspaper that it has been for so long."

While new emails and a new or updated website are in the works, Key can be reached through the Observer by email at Michelle@opelikaobserver.com, by phone at 334-749-8003 or by mail at The Observer 223 S. 8th St. Opelika, AL 36801. She said she welcomes input from

Obituary

Remembering Ms. Robin



by Noah Galilee, *The Cullman Tribune*

The passing of Robin Elaine Winton has left a void at The Cullman Tribune and in the hearts of all who knew her. For over 30 years, Robin served this newspaper with dedication, expertise and an unmatched work ethic. She single-handedly kept The Tribune running during a critical five-year period before Dustin Isom and I purchased it in 2016.

Robin was more than just part of The Tribune; she was the backbone of this operation. She had a remarkable ability to build relationships with people from all walks of life, earning her the respect and admiration of everyone she encountered.

"Ms. Robin," as we all called her, was a title she truly earned. Her presence commanded respect, not because she demanded it, but because she lived it.

In her absence over the last six weeks, we've come to realize just how much she did behind the scenes. The tasks she made look effortless have required all of us to step in and share the workload. Despite our collective efforts, it has been a daunting challenge to fill her shoes. She had a system — a way of keeping everything running smoothly that was uniquely her own.

On a personal note, not having Robin around has been incredibly difficult for me. I am deeply saddened by her passing and hold her daughter in my thoughts during this challenging time.

My partner Dustin Isom, co-owner and associate publisher, summed up her impact perfectly: "Losing Robin is like losing part of the soul of The Cullman Tribune. For over 30 years Robin kept the paper running nearly by herself with unmatched dedication and without a single complaint. Her dedication is unsurpassed, and she will be dearly missed by all of us at The Tribune."

Robin's influence extended far beyond the walls of our office. Tribune reporter Craig Mann wrote a heartfelt tribute: "Ms. Robin was calm amidst our hyperactivity, organized amidst our chaos, refined amidst our baseness and profanity, courteous to all who entered or called our office (including the complainers)."

Ms Robin continued on page 4

Ms. Robin
continued from page 3

“Her kind is rare in this day and, while her empty seat will be filled and her tasks passed on, she will not be replaced.”

Former Tribune reporter Cayla Grace Murphy-Carnes shared, “Ms. Robin was the best. Praying for her rest and her daughter.”

Robin Elaine Winton, 67, of Cullman, Alabama, passed away on Dec. 24, 2024, at Cullman Regional Medical Center. Born on Jan. 9, 1957, in Anchorage, Alaska, to Dorothy Smith and Air Force

Sergeant James Harold Winton, Robin made Cullman her home, graduating from Cullman High School and Wallace State Community College. She devoted decades to the newspaper business, working with both The Cullman Times and The Cullman Tribune.

Robin was an avid reader, loved animals and cherished time spent with her family and friends. She was a longtime member of Calvary Baptist Church, where her faith was a cornerstone of her life.

She is survived by her daughter Samantha Vest, brother Byron Winton,

nephew Tyler Earwood and wife Katherine, nephews Trenton Earwood and Adam Neatherton, niece Trinity Earwood, great-niece Harper Grace Earwood and former brother-in-law Tim Earwood.

The family held a service to honor Robin on Jan. 2, 2025, at Calvary Baptist Church in Cullman.

Robin’s absence will be deeply felt, but her legacy of dedication, kindness and grace will continue to inspire those of us fortunate enough to have worked with her.

Rest in peace, Ms. Robin. You were truly one of a kind.

Columns

A grateful heart



by Felicia Mason

I cannot adequately express my gratitude for the cards, calls, texts, flowers, and mostly the prayers during my recent heart surgery and recovery.

This has been quite a journey. I had an episode right before Thanksgiving and discovered I had an extensive leak in my mitral valve. I had surgery on Dec. 5

to replace the valve. Unfortunately, it had to be done the hard way (open heart), but I had a wonderful surgeon and am so grateful for him and the others that cared for me at Grandview Medical Center.

I am so very lucky to have my APA family, along with my friends and family that have been so helpful to me. It has been a slow process, but I’m getting better every day.

The relationships I have among the APA family are among the most treasured in my life. We’ve shared many ups and downs, and seen our industry change

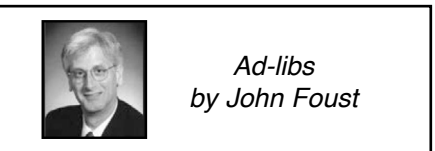
immensely.

I am most grateful and very proud of the APA staff (Brad, Leigh Leigh, Jaclyn, Parrish and Cassidy) who have all stepped in and taken care of everything at the office since I’ve been out. Their dedication and commitment to our newspapers and APA is invaluable.

I am returning to work in the office part time this week, and I hope to see all of you at the 2025 Media Summit in Birmingham on Feb. 14.

Again, please know how much I appreciate each of you.

I shot an ad into the air



Ad-libs
by John Foust

Want to see something funny? Just watch me trying to hit a golf ball out of a sand trap. You’ve never before seen such an ugly, unathletic, uncoordinated golf swing. The Scottish pioneers of the game would be horrified.

The biggest of many problems is with my follow-through. Somehow, sand creates a faulty connection between my brain and the club, which results in stopping the swing right as I make contact. How else can you explain the fact that the ball often hits the lip of the trap and rolls right back to where it started? Sometimes I can make my second attempt without changing my position.

One time, one of the guys in my foursome ate a sandwich while I was trying to get out of a trap. That’s only a slight exaggeration. He actually finished the sandwich while I was putting.

I mention my golf misadventures, because following through is just as

important in selling. In fact, following through can make the difference between a completed sale and one that is hanging on the edge.

Following through is not the same as following up. Following up can refer to staying in touch after an appointment or conversation, or the start of a new ad campaign. Following up gives both the salesperson and the advertiser a chance to tweak the advertising. Following up can happen any time, right now or months into the future.

Following through refers to things that can help the prospect finalize a buying decision or be happy with the decision they just made. For example, the creative director at an ad agency once told me about selling a print advertising campaign to a local development company. The two owners of the company loved the ideas and called staff members into the board room to ooh and ahh over the proposed layouts. But over the weekend, one of the owners took the layouts home to show to his family. He put the boards next to the family’s main television, where everyone in the house would see them each day. You can guess what happened: someone

at home didn’t like the ideas. On Monday, he said he was having second thoughts and suggested that they needed a different kind of campaign. His logical business brain had said “yes,” but his emotional family brain said “no.”

That business owner was dealing with a form of buyers’ remorse – in which a buyer regrets a purchase shortly after paying for it or agreeing to buy it. It’s happened to me, and it’s probably happened to you (a pair of poor-fitting loafers comes to mind). Many times, it suggests that the buyer didn’t have enough supporting facts before buying. That’s why it’s crucial for salespeople to follow through.

A golf shot isn’t complete after the club makes that initial contact. And a sale isn’t final after the prospect first agrees to buy. That just means the salesperson needs to follow through with reassuring and confirming information to fight off buyers’ remorse.

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

Columns

Initiate regular conversations with news sources



by Jim Pumarlo

One of my greatest satisfactions sitting behind the editor's desk was appreciating the newspaper had a pulse of the community. Credit extended beyond the newsroom; all employees served as our collective eyes and ears.

Delivering news is hard work as editors well know. Stories don't just fall in your lap. You must develop news sources, which can be a painstaking process. Sources willingly share good news. When bad news surfaces, they often create detours and roadblocks.

As the New Year unfolds, it's a good time to commit to rekindle connections. For starters, ask yourself: When's the last time you sat down with news sources—in a calm and nonconfrontational atmosphere—and had a conversation about why you press so hard for information, why you believe your community is stronger for sharing a broad spectrum of news?

Communication with formal and informal networks became especially challenging during the pandemic as everyone was forced into isolation. Exchanges via phone, email and platforms such as Zoom necessarily became the norm.

Sources find it easier to control the conversation and minimize their time through remote contact; they rely on social media channels to distribute statements. Newsrooms, increasingly faced with diminished resources and a fractured media landscape, find it difficult to get reporters onto the streets.

Reporters routinely are challenged in tracking down information from public officials, even when the laws governing open meetings and public data are on your side. What were the real reasons for not renewing a superintendent's contract? Why is a developer threatening lawsuit against the city council? Why won't the county board release the proposed sites for storage of hazardous waste?

Challenges can be even greater in the private sector where individuals and

companies are not subject to the same rules as public bodies for releasing information. Yet the news can often be more compelling than what transpires at a city council meeting. What was the margin of the strike vote at the paper mill, the city's largest employer? What caused an explosion at a manufacturing plant, and how many people were hurt? Will current employees be affected by the announced merger of the local hospital and clinic?



Editors can readily add to the list of everyday frustrations in recording the living histories of their communities. I encourage you to set aside regular time to connect with sources.

Some opportunities are ready-made. I recall when a new law firm was selected to represent our city. The attorneys conducted an orientation for members of boards and commissions. Topics included public meeting procedures, liability exposure for elected and appointed officers, the open meetings law, and ethics in government. I attended and was pleasantly surprised that our newspaper and the attorneys were aligned on many interpretations of the state's public access laws. But not in all cases.

I shared observations in a column, letting readers know what that meant in terms of delivering the news we believed they were entitled.

Newspapers can likely find several avenues to state their case. For example:

- Our policy was to identify high school athletes suspended from competition

due to violations of high school league or school district policies. Not surprising, the policy had its detractors among coaches, parents and athletes. I attended a quarterly meeting of coaches to explain and discuss our rationale and addressed the topic in a column.

- We frequently fielded complaints from law enforcement as to why we were aggressive in our pursuit of "bad" news—for example, the suspension of a firefighter—but they believed we came up short in recording department heroics. We connected, and, after a brief discussion, discovered that opportunities for coverage—for example, firefighters battling a fire—often occurred "after hours" in the middle of the night. We immediately armed the department with 24/7 contact information for our staff.

- The local manufacturers association invited me to present at its monthly meeting. My remarks focused on the importance of businesses sharing bad news as well as good news. The interaction with business leaders made for an excellent column.

- Civic clubs regularly seek speakers. Take your show on the road, explain the hows and whys behind news coverage and then field questions.

Newsrooms ought to lay out a plan for regularly connecting with sources. The mindset should not be to convince others that your pursuit of news is the right way or the only way. Rather, you should strive for a common understanding of why it's important to share all the news—the routine and the sensitive.

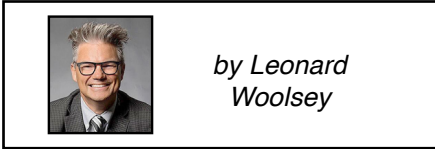
Journalists are equipped with many tools under the letter of the law to gather information. Reporters should be equally aggressive in advancing requests based on the spirit of openness. The opportunity to deliver the facts—straight from the source—is one of the strongest arguments editors can present to those otherwise hesitant to share information important to your community.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He 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.



Columns

This is the most important year in your newspaper’s history



by Leonard Woolsey

If you’re reading this column, you likely own, lead, manage or help operate one of the oldest and most trusted businesses in your community. Whether your paper prospers — or even survives — is largely up to you. And living up to that challenge is getting tougher all the time, isn’t it?

Since publishing their first editions, newspaper people have scrambled to find ways to survive world wars, economic crises, the advent of radio and television, and even our self-inflicted shortcomings. Now, with the media landscape shattered into countless particles of options, we have to find yet another way to win.

We’ve done it before, and we can do it again. But first we need to convince ourselves.

You rarely find success running the same plan over and over for decades. That’s especially true in the media landscape, which now is evolving at a faster pace than ever. And that speed will only increase.

What does this mean to you? Do you call a play from the same playbook you’ve used for years? Or do you step back and examine other companies that are wading directly into the battle for their lives, courageously putting all options on the table?

In December 2024, The New York Times profiled a well-established information company dramatically rethinking its 250-year-old media business: Encyclopedia Britannica. Yes, those guys — the ones who once published big leather-bound books generally purchased door-to-door.

Here’s how The New York Times described that business in its print heyday:

“Over the years, the Encyclopedia Britannica became a heavyweight of the knowledge business, both literally — the 32-volume 2010 edition, the last to run in print, weighed 129 pounds — and figuratively, drawing on contributions from thousands of experts. It also became an aspirational status symbol, with customers paying nearly \$1,400 for that edition.”

But then came the digital age and a flood of free competitors (can you say

Wikipedia?). In the blink of an historical eye, Encyclopedia Britannica’s long-standing and highly profitable model fell apart.

Many observers thought Britannica’s party was over. But then something remarkable occurred: the company’s leaders made a no-holds-barred declaration to protect its core mission of providing trusted educational information to the world. They vowed to find new ways to generate and distribute content to a broader audience. Doing so meant laying it all on the line.

To do so, Encyclopedia Britannica’s leadership invested in technologies that allowed it to perform its core mission while developing new audiences and delivery channels. The company even invested in ChatGPT to generate content, fact-check

how does 45% sound for a once-struggling niche?

What does this mean for the newspaper industry? Plenty. If we have the courage, discipline, imagination and commitment to make meaningful evolution, we, too, can succeed. But first, we must rid ourselves of our self-doubt and self-inflicted negativity.

We own some of the most trusted and admired brands in our communities. We’re not starting from zero — not by a longshot. But we need to throw ourselves into selfless change. We can’t fall back on nip-and-tuck procedures and expect a Hail Mary to save the day. Our success — our survival — lies squarely in our imaginations and in our hands.

We must earn our way forward through original thought, leveraging technology to capitalize on future trends instead of propping up old practices. The future is ahead of us, not in reheating fading business recipes of our past.

Lukewarm results will not do; we need to win — and win big.

The answer may be found in an old Socrates challenge: what is the desired outcome? Answer: start your journey there. Too often, we get hung up on what we know vs. what we can do.

If you told Socrates, you needed a place to set your cup of coffee, he might’ve suggested suspending a shelf from the ceiling instead of building a table.

The media landscape doesn’t need another table. It needs new ways to deliver trusted and original content to our communities. Newspaper folks must take inspiration

from the courageous journey taken by Encyclopedia Britannica, and we must travel a similar road.

In the end, someone will find new and better ways to serve our audience. Will that be us? Will our industry demonstrate the courage and the will required to do that?

Risk is the dance partner for reward. Let 2025 be the most important and meaningful dance in your newspaper’s history. Go big, win big.

Leonard Woolsey is president of Southern Newspapers, Inc., and president and publisher of The Daily News in Galveston, Texas. He also serves as president of America’s Newspapers.



and translate content into different languages. They also created a chatbot designed to be highly accurate, drawing from the deep and trusted Britannia content, providing high-level content to users. The educational environment, hot and forever changed following the pandemic, is ripe for new tools and subscription services to help elevate learning and teaching experiences.

And Britannica’s leaders say the brand has “more users now than ever” (sound familiar?).

The company, known now as the Britannica Group, is experiencing a remarkable rebirth. Executives expect revenues to double from two years ago, topping out at roughly \$100M. Rumors of an IPO are being heard. As for margins,

Help Wanted

Managing News/Sports Editor - South Alabama (Mobile, Washington and Clarke Counties)

Deep South Media Group is accepting resumes for an onsite managing news/sports editor for five weekly newspapers in South Alabama. Must be able to schedule and coordinate news and sports as well as research, write, and edit content consistently. Send resumes and portfolios to hal@upstatedmediagroup.com.

Page Designers - South Alabama (Mobile and Washington Counties)

Deep South Media Group, LLC is now accepting resumes for fulltime, onsite page designers at two weekly newspaper locations in South Alabama. If you are skilled with newspaper layout, and you

can create visually compelling pages for sports, news and special sections, apply by sending your resume and portfolio to rhondagray@thecallnews.com.

Director of Communications and Marketing for the College of Sciences and Mathematics (COSAM) - Auburn University

The College of Sciences and Mathematics (COSAM) at Auburn University seeks a dynamic, results-oriented, well-rounded and experienced professional to lead the communications and marketing services for our college as its Director of Communications and Marketing. The ideal candidate will have had career experience as a technical content provider and in a news media, public relations, and/or communications

management role, including working with broadcast, electronic and print communication, and graphic design.

Review of applications will begin March 1, 2025, and continue until the position is filled. For questions about the position, please contact Dr. Tim Hawthorne at tjh0069@auburn.edu.

Asst. Journalism Professor - Auburn University

The Department of Communication and Theatre at Auburn University at Montgomery (AUM) seeks a tenure track, Assistant Professor in Journalism beginning Fall 2025. This position represents an exciting opportunity to help shape and grow our journalism curriculum as part of a dynamic department focused on preparing students for success in today's multimedia environment.

Visit <https://www.jobs.aum.edu/postings/6939> and complete an online application.

Magazine Feature Writer - Alexander City, AL

Tallapoosa Publishers, Inc., is seeking a feature writer to join their award-winning magazine team. If you love meeting new people and telling their stories, this could be your job. The successful candidate will have a bachelor's degree in journalism or a related field and be familiar with AP style (Associated Press). Photography experience with a 35mm camera is also required, and familiarity with InDesign is a plus. Must be willing to relocate to our coverage area. This is not a remote position. This is a full-time, entry-level position with paid vacation, insurance plan, 401K, and you get to work at beautiful Lake Martin! Salary range \$30-\$34K, commensurate with education, experience, and writing test.

Send resume and writing samples to shaylee.moore@alexcityoutlook.com.

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



Send Us Your Best Editorial

ENTRY DEADLINE: SATURDAY, FEBRUARY 1, 2025

Enter ISWNE's 65th Annual Golden Quill Award Contest

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

Eligibility: All newspapers of less than daily frequency (published fewer than four days per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible. Entries must have been published between Jan. 1 and Dec. 31, 2024.

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

How to Submit Entries: Select up to six best editorials or signed opinion pieces from your newspaper. **Three is the maximum number of entries permitted from each individual.** Go to newspapercontest.com/iswne to get started.

Under Register, you will need to create a password. Your Seccode or Association code will be ISWNE. Email Chad Stebbins at cstebbins@mopress.com if you are unsure of your Member Status.

After you successfully log in, click on the "Add New Entry" link. For each entry, include either a URL or use the drop box to upload. Under Explanation, include instructions on how to access your payroll if the entry (the URL) is behind one. You may also add a note of explanation to the judge to clarify something about the entry, but this is not required.

newspapercontest.com/iswne

Questions? Email Chad Stebbins at cstebbins@mopress.com

Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2025 edition.

The Golden Quill winner will be invited to attend ISWNE's annual conference in Brookings, South Dakota, July 9-13, 2025. The winner will receive a conference scholarship and travel expenses up to \$500.



Need to find good employees? Send APA your information to place in AlaPressa and online. jaclyn@alabamapress.org

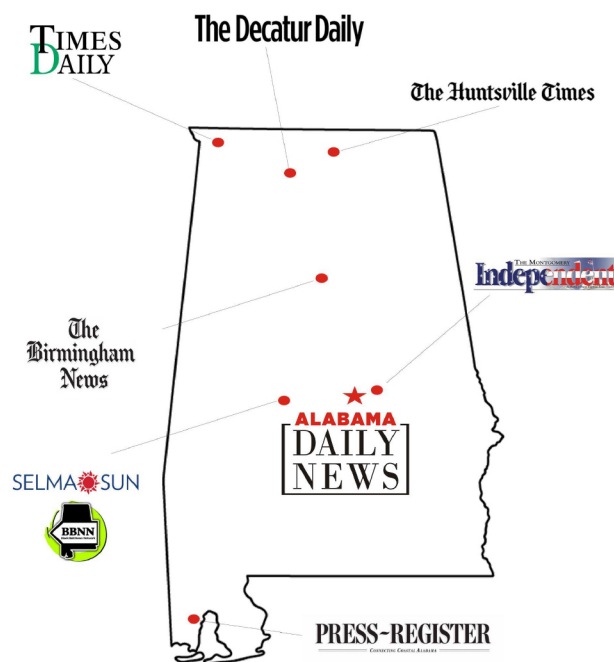
ALABAMA DAILY NEWS

Editors & Publishers:

Do you miss the days of having a reporter dedicated to government and political coverage? Do you want to run regular stories about what's happening in the Legislature and with Alabama's congressional delegation?

If the answers are yes, your newspaper needs to subscribe to the **Capitol News Service** from **Alabama Daily News**. Now in its sixth year, the Alabama Daily News team of **Todd Stacy, Mary Sell and Alexander Willis** provides timely, meaningful news for readers at an affordable price for publishers. And, this year we are adding a reporter in Washington, D.C. to offer on-the-ground coverage of Alabama's congressmen and senators.

Eight newspapers statewide currently subscribe to ADN's Capitol News Service:



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.

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