

AlaPressa

THE NEWSLETTER OF THE ALABAMA PRESS ASSOCIATION

MARCH 2025

Online Media Campus Upcoming Webinars

[The Metrics You Need
to Be Measuring](#)

April 10, 2025, 1 p.m.

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APA Summer Convention

Perdido Beach Resort
Orange Beach, AL
June 27-29, 2025

[Click HERE to make
accommodations at PBR.](#)

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Editorial and
Advertising: **Closed**

Magazine Deadline:
Monday, March 24

APA Elects New Officers and Board for 2025

**Internship grant opportunities available from
APA Journalism Foundation
(application deadlines approaching)**

Coosa County News spotlights public notice

Legal notices keep us informed, hold government
accountable

APA Media Summit program gives advice on
copyright issues

The Anniston Star returns to downtown

**Newsprint Tarriffs looming:
suspended until April 2**

USPS issues final bundling rule

Column: Coffee, televisions and response
advertising

Column: The strongest argument for openness:
Facts quell rumors

Winter Media Summit Photos



Alabama Press Association
Alabama Newspaper Advertising Service Inc.
2180 Parkway Lake Drive
Hoover, AL 35244
(205) 871-7737
(205) 871-7740 (fax)
www.alabamapress.org

Board of Directors

Darrell Sandlin, Chairman of the Board
TimesDaily, Florence

Teresa Woodruff, President
The Moulton Advertiser

Robert Bozeman, 1st Vice President
The Evergreen Courant

Jeff Martin, 2nd Vice President
The Montgomery Independent

Brady Cox, East Lauderdale News

Arlan Blevins, Mountain Valley News

Catherine Hadaway, The Selma Times-Journal

Paige Windsor, Montgomery Advertiser

Michael Lambeth, The Monroe Journal

Eddie Dodd, The Abbeville Herald

Charles Whisenant, The Arab Tribune

Tippy Hunter, The Outlook,
Alexander City

Vince Johnson, Gulf Coast Media

Ashley Trice, Lagniappe, Mobile

Barnett Wright, The Birmingham Times

APA Staff

Felicia Mason, Executive Director

Brad English, Marketing/Governmental
Affairs Director

Leigh Leigh Tortorici, Senior
Marketing Representative

Parrish Wright, Network Coordinator

Jaclyn Langan, Membership Coordinator

Cassidy Armstrong, Tearsheet Clerk

Evans Bailey, General Counsel

Scott Goldsmith, APA Accountant

APA Elects New Officers and Board for 2025

Teresa Woodruff, general manager of The Moulton Advertiser, has been elected president of the Alabama Press Association. She succeeds Denise DuBois.

Woodruff began her work at The Moulton Advertiser in 1992 as an advertising representative. She was promoted to advertising director and later to general manager.

She has served on the APA board of directors since 2019, and previously served on the APA Journalism Foundation board.

She served on the Lawrence County Chamber of Commerce Board, the Moulton Business and Professionals Board, the Lawrence County Career and Technical Advisory Committee and was a member of the Lawrence County Jaycees, as well as other community groups.

Teresa and her husband have two sons and two grandchildren.

Robert Bozeman, publisher of The Evergreen Courant was elected first vice president, and Jeff Martin, publisher of The Montgomery Independent, was elected second vice president.

New board members elected were: Michael Lambeth, advertising manager of The Monroe Journal; Charles Whisenant, publisher of The Arab Tribune; and Barnett Wright, editor of The Birmingham Times.

Members elected for a second two-year term are: Brady Cox, editor of the East Lauderdale News in Rogersville; Catherine Hadaway, senior vice president of Boone Newsmedia; Vince Johnson, publisher of Gulf Coast Media; and Tippy Hunter, general manager of The Outlook in Alexander City.

Members remaining on the board are: Arlan Blevins, publisher of the Mountain Valley News in Rainsville; Paige Windsor,

senior director, Local News for the Montgomery Advertiser/USA TODAY; Eddie Dodd, publisher of The Abbeville Herald; and Ashley Trice, co-publisher of The Lagniappe in Mobile.

The APA Journalism Foundation elected Anthony Campbell, general manager of The Advertiser-Gleam in Guntersville, as president. Campbell succeeds Barnett Wright.

He has worked at The Advertiser-Gleam for 36 years, and despite his title, he continues as one of the Gleam's main news reporters.

Campbell's role in Foundation leadership is following in a long line of his mentors being active in the press association, both from the Gleam's previous owners, the Harvey family, and the current owners, Tennessee Valley Media. Campbell lives on the outskirts of Guntersville with his wife Mary. They have two grown children, Anna and Kyle.

Jonathan Stinson, assistant editor of The Redstone Rocket in Huntsville, was elected vice president of the APA Journalism Foundation.

New Foundation board members elected were Tim Cash, managing editor of The Anniston Star; Lee Hurley, publisher of The Over The Mountain Journal in Birmingham; Lizi Gwin, managing editor of The Outlook in Alexander City; and Sarah Owens, community editor with Starnes Media.

Foundation board members remaining on the board are: Aimee Wilson, publisher of The Blount Countian in Oneonta; Ashley Remkus, an investigative reporter for AL.com; Cindy Fisher, publisher of the Selma Sun; Stephanie Rebman, editor of the Birmingham Business Journal; and Todd Stacy, publisher of Alabama Daily News.

Internship grant opportunities available

There are six \$2,000 summer internships available for APA members from the APA Journalism Foundation. These internships are for college juniors, seniors and graduate students. These

DEADLINE: Friday, April 4



internships are also available for adults in the community that may be interested in working at the newspaper.

There are also two \$1,000 internships for high school students to cover fall and spring sports or school events in area schools. This would be a great way for you have extra help and get students interested in our industry.

Click [HERE](#) to apply. The deadline is Friday, April 4, 2025. Please call the APA office if you have questions or need any additional information.

Coosa County News spotlights public notice

The Coosa County News in Rockford has a clever way of reminding their readers about the importance of public notice in their community.

Through a series of columns by "Buzzy the Buzzard," the newspaper is sharing information about public notice and urging readers to be mindful of legislation that threatens to do away with those notices in print.

These columns point out the public's right to know the most basic of transactions that occur in the community and how it effects their everyday lives.

Legal notices keep us informed, hold government accountable

I have been reviewing legal notices in the paper and have been quite impressed with the range of information. Family issues: juvenile and parental rights, divorce proceedings... Public works: project proposals, public hearings, requests for bids, notices of completion... Estate notices: who died and who is in charge of what they left behind... Mortgage foreclosures: public auctions, tax sales...

That is a lot of community information, a lot of business and social transactions. A lot of questions come to mind. How do deadbeat parents and spouses know someone is looking for them? Is there a project that will affect your neighborhood? What could possibly be



The Buzz
Buzzy the Buzzard

going on with the property down the street? How are we expected to find answers on the internet without some guidance? Google can return a million hits in a second, but if only one is relevant, how do you know to click?

As you contact your legislators about the publication of legal notices, let me share one fundamental fact of human nature. People will only seek

information after they become aware of a problem that is relevant to them.

Community journalism is relevant. Print media may be declining, but a small town newspaper is still a tie that binds. And these newspapers depend on legal notices.

Your eye in the sky,

Buzzy

Editor's note: Readers can submit "Letters to Buzzy" and "Ask Buzzy" via mail to The Coosa County News; P.O. Box 99; Rockford, AL 35136; or via email to christa@thecoosacountynews.com. Any correspondence received will be promptly passed along to Coosa County's favorite buzzard.

APA Media Summit program gives advice on copyright issues

In this day of so many forms of social media, and the work of journalists available on various print and digital platforms, is there a way to protect our work from "poachers." And if so, how?

Kevin Goldberg, a vice president and First Amendment expert at Freedom Forum, presented a program to help newspapers navigate the options available in protecting their work from unwanted sharing.

Click [HERE](#) to view a link to download Kevin's slides for this program. He will be happy to answer specific questions if you encounter a copyright issue.

Click [HERE](#) to learn more about the Freedom Forum.



The Anniston Star returns to downtown

After more than two decades, The Anniston Star has returned to downtown Anniston.

The newspaper, which has operated from McClellan since 2002, is now at 1118 Noble Street.

Company officials are excited about the move, which not only signifies a new chapter for The Star but also plays a part in the ongoing revitalization of Anniston's downtown.

The building, located across the street from the new Anniston City Hall, offers the

newspaper a prime position in the heart of the city.

The Star's move from McClellan marks the end of an era for the newspaper, which relocated there in the summer of 2002 due to economic opportunities. At the time, The Star built a new 78,060-square-foot complex to house its office and manufacturing operations. However, over the years, as the newspaper's operations evolved to more digital, the company found itself occupying far less of the building than it had two decades ago.



Anniston Star: 1118 Noble Street

Industry

Newsprint Tariffs looming; suspended until April 2

From News Media Alliance

President Trump agreed to tariff exemptions on March 6 for imports from

Canada and Mexico that are compliant with the United States-Mexico-Canada Agreement (USMCA), negotiated in the first Trump Administration. These products will not be subject to the 25% tariffs until April 2. Through multiple sources, we have confirmed that newsprint, which includes magazine paper, is covered under this agreement.

Trump signed two amendments to the tariff orders he issued for Mexico and Canada. The modifications would have been effective with respect to goods entered for consumption,

or withdrawn from warehouse for consumption, on or after 12:01 a.m. Eastern Standard Time on March 7.

In addition to the tariffs, we are already seeing U.S. manufacturers announce price increases, so it is critical that we have a unified grassroots effort to stop the tariffs from being implemented on all newspapers and magazines (large and small).

We urge you to contact your U.S. Senators and U.S. Representative immediately to tell them the harm that the tariffs will have on your company. The Alliance has prepared a one-page brief and talking points for your use [HERE](#). We are not encouraging editorials at this time.



Industry

USPS issues final bundling rule

The final USPS Bundling Rule was published recently in the Federal Register. The effective date is July 1, 2025.

The key requirements are:

The Postal Service is revising the standards in DMM section 203.4.4 to include an exemption for mailings of 500 flat-sized pieces or fewer entered at the BMEU from bundle preparation. Applicable mailings may be prepared loose in flat trays instead of in bundles. The Postal Service is also revising the standards in sections 203.4.5, 203.4.8, and 203.4.9 to require all bundles of flats to have two or more cross-strap bands or be shrink-wrapped with one or more cross-strap bands except for newspapers that are placed in a flat tray and entered as exceptional dispatch. These exceptional dispatch newspapers can use only one strap around the middle to prevent damage. Additionally, the Postal Service is eliminating the use of rubber bands and twine/string for securing

bundles of flats except for bundles of First-Class Mail flats placed in flat trays. Furthermore, section 245.9.5(d) will be revised to reflect that shrink-wrapped multi carrier route bundles require two or more cross-strap bands. These changes will become effective on July 1, 2025.



The National Newspaper Association filed comments seeking an exception to the rule for newspapers. NNA's Mailers Technical Advisory Council representative Matt Paxton, publisher of the News-

Gazette in Lexington, Va., stated "We're disappointed USPS chose not to allow an exception to the new rule for DDU and Exceptional Dispatch mailings. Postal officials say that the bundling issue is still being evaluated, and we hope to be involved in that."

Paxton, who was in Washington, D.C., for the March MTAC meeting, sought out clarification from USPS Director of Product Classification Dale Kennedy on the rule for those entering mail through exceptional dispatch.

Kennedy clarified that the provision allowing Exceptional Dispatch mail loose in tubs should also apply to DDU entered mail.

The NNA Postal Team will detail Exceptional Dispatch mail prep in the Max Heath Postal Institute™'s 2025 training series, Special Sessions. Surviving Realignment (exceptional dispatch, etc.) is scheduled for Thursday, July 31. Visit NNA.org for more information.

Columns

Coffee, televisions and response advertising



Ad-libs
by John Foust

Karine, who once participated in a Zoom meeting with me, told a story about the impact of response advertising. A few days earlier, she had seen a billboard that caught her attention. It featured a large photograph of a tall coffee cup which was obviously a latte. Droplets of condensation were visible on the side of the cup and whipped cream towered over the top. The headline read "Iced Latte \$1.99." The coffee shop's logo appeared on the right side, along with the words "Next Exit." All of the words were large enough to be easily read at highway speed. "As soon as I saw the sign," she said, "I started thinking about that cool and refreshing drink. So I took the exit and a few minutes later, I was enjoying an iced latte."

I asked Karine what made that billboard's message so effective. She said, "It proved that strong advertising is specific and communicates clearly. It offered a reason to make a purchase right away."

The two types of advertising have been discussed in these columns before, but it bears repeating. Image advertising, sometimes called institutional advertising, is designed to portray the advertiser as dependable, caring, safety conscious – or any other description which is called for by the branding strategy. The effect is cumulative. Done properly, it works over time. They're saying, "If we make ourselves (blank) enough, maybe you'll decide to do business with us."

On the other hand, response advertising strives to generate immediate action. There's a sense of urgency. "Buy now," an ad might say, "because we're having a sale"... or "because this offer expires soon"...or "if you miss this exit, you'll miss your chance for a cool, iced latte."

Since our main interest is newspaper advertising, let's look at another example. Gregory told me about the time he was going through a special section which featured appliances and technology products. His family wanted a new, larger TV anyway, but he admitted that the pro football playoffs were on his mind. A particular wall-mounted TV caught his attention, so he discussed it with his family, drove to the store,

bought it (at a discount), and installed it before the next day's game. That's response advertising.

Too many advertisers don't understand the difference between these two types of advertising. You probably know merchants in your town who run one image ad after another – and expect consumers to buy now. The misunderstanding usually works in that direction: They run image ads and expect the results of response ads.

Most consumers are like Karine and Gregory – and you and me. We're ready to buy certain products and services, if someone would just give us relevant information about those things and give us good reasons to buy now.

Maybe it's time to have conversations with your advertisers about the two types of advertising. And maybe it's time to talk about realistic expectations – especially when they say they want immediate results as they hand you a suggestion for an image campaign.

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

Columns

The strongest argument for openness: Facts quell rumors



by Jim
Pumarlo

As youths we all likely tried to hide bad behavior from our parents. The truth inevitably surfaced, and we bore the brunt of punishment. Lesson: Be up front with circumstances and repercussions typically are minimized.

Newspapers should communicate the same lesson to public officials who try to keep secret what they deem sensitive or unwelcome news: Be forthright. Make it standard procedure to volunteer the news and minimize rumors.

Newsrooms work tirelessly to deliver on the “public’s right to know,” and for good reason. In the words of David Bordewyk, executive director of the South Dakota NewsMedia Association: Open government is essential to good government.

The public’s right to know was the thrust behind the SDNA’s support for a bill that passed this year’s Legislature to require all public boards to review the open meetings laws once a year, Bordewyk writes. “Keeping an eye on government and informing readers about public meetings are among the most important jobs for community news media organizations.”

Government transparency often cen-

ters on open records and open meetings laws, Bordewyk notes, acknowledging that laws can be confusing and lead to misunderstandings. So why not require an annual refresher course? It’s a great idea, one that should be pursued by other state press associations if it’s not already on the books.

At the same time, newspapers should not wait for the often lengthy and zigzag path of a worthy idea to reach the finish line. Why not initiate meetings with local officials to review and explore the intricacies of open meeting and data practices laws?

Newspapers certainly should stand on the letter of the law when seeking access to public information and meetings. Two other points should be stressed.

First, advance requests based on the spirit of openness – no matter what the law dictates. Challenge public officials to place themselves in the position of friends and neighbors seeking answers from City Hall. Would they be satisfied with “no comment”?

Second, underscore the value of setting benchmarks for community conversation. Meeting in secret or withholding information only fuels rumors. If gossip has reached the newspaper, those affected can rest assured it has circulated broadly, especially fueled by social media. At minimum, hearsay exaggerates the facts. At worst, the whispers promote blatant falsehoods.

The opportunity to deliver facts straight

from the source is one of the strongest arguments editors can present to those otherwise hesitant to share information. Citizens still may dismiss statements as a “company line,” but parameters have been set for community discussion.

The premise of openness should be delivered to the private sector as well. Companies and individuals are not subject to the same laws as public bodies, but they ought to be aware that their news is equally important to the community and often travels more quickly than a city council vote.

Conflicts over the public’s right to know often focus on a specific meeting or particular document. Officials also should be reminded of the value of everyday openness.

I vividly recall the “news” passed along by my photographer when I sat behind the editor’s desk. Word had reached his son’s elementary school that a teacher at the middle school had lost all his fingers in a lab experiment. We promptly tracked a story for that day’s edition. The superintendent set the record straight. The teacher lost a fingertip and all was handled very calmly and professionally.

Pumarlo column continued [HERE](#).

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

Obituary

Catherine Donald Ellis Reed



Catherine Donald Ellis Reed, 78, of Arab passed away Friday, February 7, 2025, at Shepherd’s Cove in Albertville.

Mrs. Reed was born November

21, 1946, in Lexington, Mississippi, to Ruth Belford Donald and Robert Pearson Ellis, Jr. She graduated from Arab High School in 1965 and married classmate, Edwin Henry Reed, in December of 1966.

She graduated from Auburn University in 1972 with a degree in education and taught home economics at Arab High School from 1973 to 1982. She enjoyed teaching students essential life skills such as sewing, cooking and money management. After retiring from teaching, she worked as a bookkeeper for many years

at the The Arab Tribune, the family newspaper she and her husband owned from 1970 to 2023.

Mrs. Reed loved spending time with her family and was a devoted mother and “Yia Yia” as she was known after becoming a grandmother. She also enjoyed researching genealogy with her sister, Susan, and amassed a large collection of books containing photographs and other historical documents to pass down to not only her immediate family but to extended family as well.

Another of her loves was traveling. Mrs. Reed traveled the globe for a number of years, visiting more than 40 countries and almost every state in the United States.

She also remained active with the AHS Class of 1965 in helping plan reunions and enjoyed attending the group’s monthly luncheons at Grumpy’s in Arab.

She was a member of the Episcopal

Church of the Epiphany in Guntersville.

Mrs. Reed was preceded in death by her parents; son-in-law, Joey Yarbrough; brother-in-law, Jeff Reed; and niece, Karen Beeler.

In addition to her husband, Ed, Mrs. Reed is survived by her two daughters: Stephanie Reed Yarbrough of Arab and Lezlie Reed-Johnson (Marc) of Guntersville; sister, Susan Purdom (Wayne), of California; six grandchildren: Reed Yarbrough and Ellis Yarbrough of Arab and John Wesson Johnson, James Ed Johnson, Ellie Johnson and Millie Johnson, all of Guntersville; one great-grandchild: Mary-Alice Yarbrough; and a host of in-laws, nieces and nephews.

In lieu of flowers, donations may be made to Shepherd’s Cove, Hospice of Marshall County, at shepherds Cove.org or St. Jude Children’s Research Hospital at stjude.org.

Help Wanted

Editor - Montgomery, AL

Seeking an Editor for The Montgomery Independent. The ideal candidate will have a background in journalism, digital media, and content writing, with a passion for local news and community storytelling.

Responsibilities:

- Oversee editorial content, ensuring accuracy, quality, and journalistic integrity.
- Develop and manage digital content and strategies to expand online readership.
- Write news articles and features.
- Work closely with reporters, photographers, and contributors.
- Manage deadlines and ensure timely publication in print and digital formats.
- Collaborate with advertising team to maintain a strong brand presence.

Qualifications:

- Bachelor's degree in Journalism, Communications, or a related field (preferred).
- Experience in content writing, and digital publishing.
- Strong editing and writing skills.
- Familiarity with SEO, social media, and online engagement strategies.

If you are a dedicated journalist with a vision for the future of local news, we'd love to hear from you! Contact Jeff Martin at jeff@montgomeryindependent.com.

Reporter - Huntsville, AL

If you care about, and want to help others clearly understand, what's going on in your community and how it will affect the people who live and work there, Alabama Media Group and its daily digital news products may be perfect for you. The base salary range is \$42,000 to \$48,000 per year. The reporter will be responsible for daily, audience-focused reporting on Huntsville, Alabama, the state's largest city and a technology, aerospace and manufacturing center.

Minimum requirements:

- A degree in journalism or communications or equivalent education in another field with relevant skills
- A minimum of three years of journalism experience with a proven ability to write engaging copy that's clear and accurate.
- The ability to present information clearly and quickly and to frame information with reader impact in mind
- A willingness to relocate to the Hunts-

- ville, Alabama, metro area
- The ability to plan, work independently and prioritize tasks
- The ability to meet deadlines and manage multiple projects
- The ability to work collaboratively within and across teams
- A focus on finding news readers need to know or want to know
- This job requires reliable transportation to meet with sources or cover events.

[CLICK HERE](#) to learn more about this position and to apply.

Additional Open Positions:

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

Page Designers - South Alabama (Mobile and Washington Counties)

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

Asst. Journalism Professor - Auburn University

Magazine Feature Writer - Alexander City, AL

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



NEED HELP IN YOUR NEWSROOM?

REPORT FOR AMERICA

Report for America is a national service program that places talented journalists – corps members – into local newsrooms to report on under-covered issues and communities. Through the program, host newsrooms receive:

- Service-minded reporters, photographers and videographers
Diverse, hand-picked candidates from a pool of emerging and experienced journalists
- Subsidized salary support for the corps member
- Local fundraising and sustainability coaching
- Extra training and mentoring for corps members throughout their tenure

Applications to be a host newsroom will open in Fall of 2025. We hope you will consider applying when the time comes!

UPCOMING VIRTUAL INFORMATION SESSIONS

Please join us at one of our information sessions to learn more about becoming a Report for America Host Newsroom. Use the link below to register or go to:

[April 17, 3:30pm EST](#)

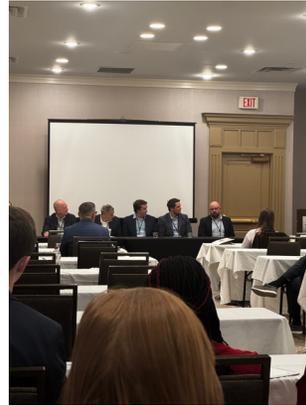
More information sessions to come in Summer 2025...stay tuned!

Our recruitment team would love to answer any questions or provide information about our organization and the application process. Feel free to reach out to us at recruitment@reportforamerica.org.

2025 Winter Media Summit | February 14 | Birmingham, AL



Delegates listen to a panel of impressive student journalists.



FOIA excellence contest winners from five member newspapers joined us to share their seasoned experience with FOI.



Kevin Goldberg, Freedom Forum, gave a dynamic presentation on copyright.



Emerging Journalist recipient Sarah Owens (R) poses with Bo Bolton (L) APA's Lifetime Achievement recipient.



Newspaper leadership met and mingled with journalism student delegates from Jacksonville State University, Miles College, Auburn University, The University of Alabama, Auburn University at Montgomery, Troy University, The University of North Alabama .



Katherine Irwin, Advisor (L) and journalism students from The University of North Alabama in Florence.