Message from New VPA/VPS Board President Cindy Morgan

This year has been a very successful one for the Virginia Press Association.

Our industry is in an ever-changing environment and VPA has adapted very well to the changes as our organization continues to grow. We will need to constantly evaluate our place and position and adjust accordingly.

The Virginia Press Association has always been a leading organization and is respected by many other organizations. The talent has always been outstanding at the staff level as well as the board and membership.

This year, VPA has seen many accomplishments and changes including restructuring of some of the staff duties, which included hiring two new staff members who brought some different experience to the table. Laura Bennett, Director of Membership Services and Ashley Nixon, Public Affairs Manager, have contributed to the staff continuing to perform at peak levels.

We were fortunate to have such a great leader in Betsy Edwards, who had such big shoes to fill. Betsy has brought many ideas to VPA and did not miss a step after taking the helm as Executive Director. Betsy sparked one of the great changes VPA has made this year in the implementation of the Public Notices website. The website makes it easy for people to search public notices published by newspapers across the state. Through much effort, training and organizing, staff rolled out the website with participation available for all VPA members. All VPA members are expected to participate and there is much help available for anyone with questions.

Each year a record number of bills come through general session that could greatly impact the newspaper industry. Having two staff members researching, staying abreast of what was happening, and staying in communication with decision makers, all made an impact resulting in good outcomes for the VPA members.

The Virginia Press Association has always been a leading organization and is respected across our state and within Virginia’s newspaper industry.

The board and staff decided to build on this success by developing the 2020 Plan, a three-year strategy to improve how VPA does its work and to find new ways to support the board and membership. The plan’s three goals are:

1. **INNOVATE** on behalf of our members and within Virginia’s newspaper industry
2. **LEAD** effort to promote newspapers in Virginia
3. **SUSTAIN** successful new and existing revenue streams

To achieve these three goals - we know we will need to re-brand VPA and VPS; develop and utilize new technologies; conduct statewide market research; create and implement a Why Newspapers campaign; increase display and network ad revenues; and find creative ways to diversify VPA’s revenues streams.

**Improving member services is a top priority.**

We plan to conduct a member services survey so we can find out if we are focusing on the right things and providing you with targeted and useful benefits and services. We’ll use your feedback to develop a strategic membership plan, which will include:

- Revamping our training and professional development programs
- Creating a new VPA website with interactive training pages
- Developing a customer relationship management (CRM) database
- Providing members with statewide and regional networking opportunities

**Revenues need to be grown and diversified.**

For several years VPS advertising revenues haven’t grown or been diversified. The 2020 Plan looks at several ways to increase ad revenues and diversify through digital advertising sales. Some of the initiatives we’ll undertake in the first year of the 2020 Plan include:

- Hiring an outside salesperson and account manager/media buyer positions
- Increasing display commission on existing business and new business
- Partnering with member paper advertising departments on ad sales
- Conducting statewide market research

Continued on page 3
The State of Public Notices in the Commonwealth

Betsy Edwards
Executive Director, Virginia Press Association

Virginia newspapers and the ideals of a free press in a democratic society.

Virginia’s Press  •  Summer/Fall 2017

Email: info@vpa.net  •  Phone: (804) 521-7570  •  Fax: (804) 521-7590

Virginia’s newspapers are the voice of the Commonwealth.

The Virginia Press Association

The Virginia Press Association (VPA) is the professional association of the state’s daily newspapers. The VPA was formed in 1904 and is a 501(c)(6) trade association that offers its members a wide range of services. VPA provides meaningful benefits to its more than 170 members that are the leaders in Virginia’s free press.

Virginia Press Association, 11529 Nuckols Road, Suite 300, McLean, VA 22102

www.vpa.net

Our Purpose

Our values

The values important to the work of the VPA are fairness, dedication, integrity and honesty.

Narrow Passage Press, Salem Times-Record

Secretary Jay Kennedy
The Washington Post

The Virginian-Pilot

Virginia’s Press  •  Summer/Fall 2017

The State of Public Notices in the Commonwealth

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The mission of the Virginia Press Association is to support our membership through responsive services and resources. We champion the common interests of Virginia newspapers and the ideals of a free press in a democratic society.

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Here is something to think about. There are 855,000 people in Virginia without broadband access. There are another 358,888 people who don’t have any wired internet providers where they live. Dozens of counties only update their websites every two or three years or many small towns in Virginia don’t have any website at all. These statistics are somewhat surprising and important. They are important because small towns and rural counties without websites have difficulty sharing information with residents and people without internet have a tough time keeping up with local government in the digital age.

Do or do they?

In every county (or neighboring county) in Virginia there is a weekly or daily newspaper that runs local, state and federal government public notices. Surveys and polls show that virtually every adult knows that they can find public notices in their local paper. People fortunate enough to have internet access also know that they can find public notices in the online version of their local paper. So, it sounds as though – one way or the other, every Virginian can find out what government is doing.

According to Wikipedia, the first public notice may have been published in Mercer County, Pennsylvania in 1807. The thinking was that public notices would be issued by a government agency, a legislative body or in rulemaking or lawmaking proceedings and government jurisdictions would require public notices to allow members of the public to make their opinions on proposals known before a rule or law was made. Citizens want to weigh in on decisions about liquor licenses, rezoning or variance requests, or other types of approval which must be granted by a city council or board of supervisors.

This sounds like a system that works well for all parties. Why would local government officials and legislators trying to take public notices out of newspapers?

They cite two reasons - no one reads newspapers anymore as they get all information from the internet, and the cost of publishing public notices in newspapers is too expensive for local government.

Neither of these arguments is true.

More than three quarters of adults read a newspaper at least once a week. For those who prefer getting their news online, they can find public notices on their newspaper’s websites.

As for the cost of publishing notices in the newspaper. Local government spending on public notices is very low. In Virginia Beach, the state’s largest city, less than one thousand dollars of the city’s annual budget is spent on public notices.

To make access to public notices even easier for Virginians, VPA launched a statewide public notice website on May 1. The site is free, keyword searchable and very user friendly. Thanks to many of you at our member papers – public notices are being uploaded to the site daily or weekly, so that all Virginians have an easy way to find out what local and state government is doing.

The statewide website is also a powerful lobbying tool to demonstrate to legislators and local government officials that Virginia’s newspapers want to make sure everyone has access to public notices.

But, we remind legislators - for the website to work, a public notice needs to first be published in the printed newspaper, then on the newspaper’s website and finally on the statewide website. We can’t eliminate the first or second step or the statewide website wouldn’t work.

Unfortunately, keeping public notices in newspapers has been an ongoing battle for VPA, our members, and other press associations around the country. VPA will continue to fight to keep public notices in Virginia newspapers.

VPA is working with legislators and local government officials this fall to make some minor improvements to the public notice system in Virginia to fix making wholesale changes because we know the public notice system doesn’t need to be fixed – it isn’t broken.

WASHINGTON—Newspapers that are dependent upon the mail will enter into the summer session of Congress with many unanswered questions about the near future of Periodicals Class Mail.

“We are right on the cusp of pretty serious changes within the U.S. Postal Service,” said Max Heath, chair of the National Newspaper Association Postal Committee. “The Postal Service is getting closer to a major financial shortfall, and any catastrophic event—like a shutdown—could push it over the edge. And the political world seems ill equipped to address the problems.”

First, the rapid progress of the Postal Reform Act of 2017, sponsored by Reps. J. Dan Boulton, D-NC, and Elijah Cummings, D-MD, came to an abrupt halt in May. The bill was passed on March 16 by the Oversight and Government Reform Committee, as many congressional delegations for a yes vote. But approval of major rate changes is supposed in 2019. Some good news for communities that runs local, state and federal government.

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How to make a good second impression

By John Foust
Raleigh, NC

Don, who manages a newspaper sales department, is always looking for ways to strengthen customer relations. “We understand the importance of first impressions,” he told me. “Know something about the prospect’s business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.”

“All of that is important,” he said. “But what about second impressions? I’ve been hearing a lot about that lately. We all know from personal experience what it’s like for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that especially if we don’t buy something right away. That’s why the things we do in that second contact can make a big difference in the sales-person-customer relationship.”

Here are some ideas:
1. Express appreciation immediately.
   “A good old-fashioned ‘thank you is a must,” Don said. “Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable.”

2. Email a summary of your meeting.
   “This can save a lot of headaches down the road,” Don explained. “The more you discussed in your first conversation, the greater the need for a summary. For example, here’s a short version of what you could say: ‘Thank you for taking some time to meet with me to discuss marketing ideas. We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.’ ”

3. Send business-related information.
   “Obviously, this can be related to your conversation,” he said. “For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business.”

4. Send non-business information.
   If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper’s archives.

5. Ask for more details about the things you discussed. For example, if you’re working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

“It’s smart to ask questions at this point,” Don said. “It helps you learn more and it keeps the client engaged in the development process.”

Don’s ideas make a lot of sense. A salesperson has only one chance to make a second impression.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com
Virginia's Press • Summer/Fall 2017

Washington and Lee University – Department of Journalism and Mass Communications

By Professor Toni Lacy
Head, Department of Journalism and Mass Communications

Washington and Lee University is home to the only accredited journalism and mass communications program located in a highly competitive liberal arts university. The W&L Department of Journalism and Mass Communications is committed not only to educating and broadening minds, but also to inculcating habits of honor, careful analysis, reasoned discourse and excellent writing in an increasingly diverse and pluralistic culture.

The department offers two professional majors: Journalism or Strategic Communication. The Journalism major prepares students to work as reporters, editors and producers in multimedia news organizations of all types. Students may further specialize their studies in the Business Journalism sequence, which prepares them to work for financial news organizations. The Strategic Communication major is designed for students interested in public, corporate, nonprofit or government relations, among other fields.

Students in both majors are required to complete a minor in another discipline. They also must earn at least two credits of internship experience in their area of specialization. Reid Hall, which houses the department, provides students with an environment that prepares them for working in multimedia communications. The building’s third floor is

School of Media Arts & Design (SMAD) at James Madison University

By Gwyneth Mellinger
Director, School of Media Arts & Design James Madison University

Every year, the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University hands out about 6,000 grades to students taking journalism, advertising and public relations courses. During the coming school year, the tables will be turned as the school itself gets graded – by the Accrediting Council on Education in Journalism and Mass Communications.

We’re up for reaccreditation by the ACEJMC – a process we undertake every six years. It’s a rigorous evaluation that includes a comprehensive self-study and an exhaustive site visit by a team of reviewers. But we believe it’s well worth the effort by giving the Robertson School a sort of Good Housekeeping seal of approval from the academic and professional media world.

About 500 colleges and universities in the United States have communications programs, but only 105, plus eight international institutions, are accredited by the ACEJMC. Besides VCU, the other accredited schools in Virginia are Hampton University, Norfolk State University and Washington and Lee University. Accreditation puts the Robertson School in select company.

During the reaccreditation process, we will be measured against the ACEJMC’s nine standards. The standards include our administrative policies, commitment to diversity, faculty qualifications and scholarship. The council also will examine our curriculum and how we assess student learning.

Over the past year, the school’s faculty has been compiling our self-study to show how our undergraduate program, which has more than 1,000 majors and about 100 minors, meets those nine standards.

VCU’s Robertson School Seeks Reaccreditation

By Jeff South
Director, Undergraduate Studies, Richard T. Robertson School of Media and Culture-VCU

Dr. Tim Bajkiewicz, the associate director of the Robertson School and an accrediting site team member for other schools, has been leading the self-study. Tim spent the summer polishing the report, which we will send to the ACEJMC at the end of September.

"This is where the rubber really meets the road. What are we doing in terms of teaching, scholarship and service – the three big legs of the academy? How well are we doing it? It’s a lot of work, but we’re better for it," Bajkiewicz said.

Take, for example, the standard on curriculum. The self-study documents how the Robertson School’s courses address the ACEJMC’s 12 “core values and competencies,” which range from critical thinking and an understanding of ethics to statistical and technological skills. For example, the council says all mass comm graduates must be able to

In the Robertson School’s CreateAthon program, students spent spring break providing pro bono marketing services to Richmond nonprofits. (Photo by Brian McNeill)

“understand and apply the principles and laws of freedom of speech and of the press”; “conduct research and evaluate information by

Continued on page 15

Continued on page 15
2016 Virginia Press Association Awards

Lifetime Achievement Award

Dorothy Abernathy

D. Lathan Mims Award for Editorial Service to the Community

John Edwards, The Smithfield Times

VPA Award for Journalistic Integrity and Community Service

Daily

The Richmond Times-Dispatch

Non-Daily

The Mount Vernon Gazette

VPA Outstanding Journalists Awards

Outstanding Journalist
Gary Harki, The Virginian-Pilot

Outstanding Young Journalist
Sara Gregory, Roanoke Times

Outstanding Sales Professional of the Year
Perry Curenton, The Daily Press
2016 Best in Show Highlights

**Daily Writing**

Dave Ress, Daily Press

**Daily News Presentation**

Staff, The Washington Post

**Daily Artwork**

Sam Hundley, The Virginian-Pilot

**Daily Photography**

Jonathon Gruenke, Daily Press

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**Daily Press**

8/28/2016

**Sessions kick off with 'ka-ching'**

As General Assembly gathers in Richmond, money from businesses, lobbyists pours in

By Dave Ress

On the very day the General Assembly was poised to convene, money poured into lawmakers' pockets. Senate Majority Leader Dick Saslaw topped up his own fund with $5,000 from Anderson Financial, a car title lender.

The prominent Richmond law firm Allen, Allen, Allen and Allen dropped $27,000 on him as well.

Those donations were among the more than $227,000 legislators reported receiving over the past five years during the days they were actively considering bills, many of which affected donors. A Daily Press review of more than 100,000 donation records:

State law bans General Assembly members and statewide officials from accepting campaign donations “on or after the first day of a regular session of the General Assembly through adjournment.”

Money given on or after the first day of session is dwarfed by the legal sum flowing into the days immediately before, as legislators arrive, settle into their hotels and apartments and begin the round of drinks and dinners that typically mark law-making in Richmond.

On the final two days before the session over the past five years, special interests gave more than $1.3 million to legislators’ campaign funds.

“Donors wouldn’t give money if they didn’t get their money’s worth.”

The stakes for donors during the session are high.

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**Daily News Presentation**

Staff, The Washington Post

**The Washington Post**

The front-runners sprint ahead

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**Daily Artwork**

Sam Hundley, The Virginian-Pilot

**Daily Photography**

Jonathon Gruenke, Daily Press
Non-Daily News Presentation
Larissa Tyler, Scott Bass, Jeff Bland, Chesterfield Observer

Non-Daily Artwork
Laura Stanton, Rappahannock News

Life in the
Jewel of Virginia

Survey reveals what matters most to Rapp residents:
Privacy, beauty, family farms — and internet and cell service

Quality of life respondents said these were most important to their quality of life:
1. Privacy and safety
2. Access to nature
3. Jobs/nature opportunities
4. Entertainment opportunities
5. Adult education opportunities

Change!
County should offer more, and use
new changes would be good

Mandatory
81%
Would be a win in my book
28
No change to travelers
15
Striggs needed

Great response
Rappahannock households, 402 adults
43% telephone interviews
50% survey respondents
27% online respondents

See SURVEY Page 84

Non-Daily Writing
Craig Macho, Fauquier Times

Non-Daily Photography
Doug Stroud, Prince William/Gainesville Times
2016 Best in Show Highlights

Specialty Presentation
Adrienne R. Watson, Virginia Business Magazine

Specialty Photography
Monica Escamilla, Richmond Magazine

Specialty Artwork
Laurie Lawrence, Jamey Fry, Washington Business Journal

Specialty Writing
Stephanie Breijo, Richmond Magazine

Online Writing
Sean Tubbs, Charlottesville Tomorrow

Online Photography
Cassandra Brown, FauquierNow.com
Best in Show,
Daily 1
Cindy Copp, Staff,
Northern Virginia Daily
“Morning Star Lutheran Church - Fish Fry”

Best in Show,
Daily 2
Michael Matthews,
Kelly Gardner,
The News & Advance
“Leap Day Special”

Best in Show,
Daily 3
Arjen Rumpel,
The Virginian-Pilot
“Virginia Fly Fishing Festival”

Best in Show,
Specialty
Joel Smith,
Toni McCracken,
Style Weekly
“VMFA - Kehinde Wiley”

Best in Show,
Non-Daily 1
Kelly Mays,
Kelly Gardner,
Nelson County Times,
“Batter Up”

Best in Show,
Non-Daily 2
Daniel Tate,
The Smithfield Times,
“The Smithfield Times”

Best in Show,
Non-Daily 3
Taylor Dabney,
Fauquier Times,
“Elephebra”

Best of the Best
Taylor Dabney,
Fauquier Times,
“Elephebra”
## 2016 Sweepstakes Winners

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Scenes from the 2016 Conference & Awards

An Experiment in Scale and Storytelling
Newsrooms must embrace digital tools to succeed through changing times.

Virginia’s Press • Summer/Fall 2017
Welcome New Members!

- Alexandrina Zebra (Specialty)
- Jennifer P. Cordina (Individual)
- Thomas R. Crosby (Individual)
- Loudoun Now (Associate)
- The Princess Anne Independent News (Associate)

The Virginia Press Association honored Dorothy G. Abernathy with a VPA Lifetime Achievement Award at its annual award banquet in April. The award recognizes exceptional individual contributions to the newspaper industry. Abernathy, a career journalist and longtime executive at the Associated Press, received the award at VPA’s annual conference at the Hilton Richmond Hotel & Spa/Short Pump. Before joining AP, Abernathy spent four years at the Kansas City Star where she was part of the reporting team that won a Pulitzer Prize for its coverage of the 1981 skyscraper collapse at the Kansas City Hyatt. Abernathy, who retired in the spring of 2017, spent 35 years at the AP and for more than 30 years was the Virginia Bureau Chief in Richmond.

Daily Progress announces several leadership changes

Lowell Miller, a 25-year newspaper veteran and advertising director for the Central Virginia Media Group since 2015, is returning to his native Nebraska to handle major accounts for the Omaha World-Herald, also part of the Berkshire Hathaway Media Group. Miller is succeeded by Frank Dubec. Dubec, 41, of Charlottesville, has a wealth of experience serving creative solutions to advertisers in multiple formats, including print, digital and events. He is a former publisher of the C-VILLE Weekly and formerly ran the digital advertising agency Good Soil. He will oversee the sales, service and design operations of the Central Virginia group’s 30-person sales department and develop and implement strategies with Publisher Rob Jiranek.

Brandon Barfield has been promoted to audience sales manager, responsible for sales and marketing for the newspaper group. Barfield, 31, of Orange County, has a background in magazine publishing. Angela Hill has been hired as the next editor of The Enterprise, following Nancy Lindsay’s retirement. Hill, who has about 16 years’ experience in news and feature writing, copy editing and content editing, has covered a number of topics, including banking, finance, healthcare, local and state government, higher education, schools, entertainment, senior citizen issues, construction trades and tourism.

Bob MacPherson, a veteran newspaper publisher and executive, has been appointed publisher of The News & Advance. MacPherson, who had been based in Roanoke as regional controller for BH Media Virginia Community Newspaper Group, succeeds Alton Brown. Brown has been named Regional Vice President of BH Media’s North Carolina Group, which includes newspapers in Winston-Salem, Greensboro and Hickory.

Scott Maxwell, a veteran advertising executive, is the new regional advertising director for the Bristol Herald Courier. He comes to the Twin City from Enid, Oklahoma, where he most recently worked as a regional sales director for a daily newspaper. Maxwell has worked in sales and advertising for 14 years.

Betty Ramsey has been named the publisher of The Charlotte Gazette and The Kenbridge-Victoria Dispatch and its digital products. Ramsey, a veteran newspaper leader, comes to Southside Virginia from Tryon, NC, where she served as the president and publisher of the Tryon Daily Bulletin since 2010. Previously, Ramsey served as advertising director of The Tide-water News in Franklin.

The Rappahannock News has a new editor, John McCaslin, who succeeds Roger Piantadosi. John, in a journalism span of 35 years, has been a member of the White House press corps, syndicated political columnist, broadcast news anchor/talk-show host, and best-selling author. In 2015, he took leave to manage Tul’s Restaurant & Bar in Little Washington, which he purchased with business partner Mark Allen, an Alexandria and Rappahannock County real estate attorney.

Mike Szvetitz has been named to the position No. 2 editor for the Richmond Times-Dispatch. He will handle day-to-day newsroom operations, oversee reporters and editors and report to Executive Editor Paige Mudd. Szvetitz has worked as the newspaper’s sports editor for the last 2 ½ years. The 38-year-old Pennsylvania native came to Richmond after serving for a decade as the sports editor of the Opelika-Auburn News. He started his career as a high school sports reporter for Highlands Today in Sebring, Florida. Szvetitz is taking over for Brice Anderson, who retired in April.

The Washington Post has announced the sale of El Tiempo Latino to El Planeta Media, a multimedia Spanish-language news and entertainment outlet, which includes the largest-circulating Spanish-language newspaper in Massachusetts.

Save the dates

April 13-14, 2018

Virginia Press Association/Virginia Pro Chapter of the Society of Professional Journalists Annual Conference & Awards Event

Hilton Richmond Hotel & Spa/Short Pump

Who should attend?

- News media professionals
- Students
- Advertisers
- Industry partners

For sponsorship & exhibitor opportunities, email laurab@vapajournalists.org

2 days designed for you!

Networking, learning, celebrating

For sponsorship & exhibitor opportunities, email laurab@vapajournalists.org
Culpeper Star-Exponent Reporter

The Culpeper Star-Exponent, a five-day-a-week publication in Culpeper, Va., is seeking a general assignment news reporter. Applicants should have previous writing experience, ideally at a daily publication. Those with professional experience will receive priority, but recent college graduates with strong portfolios will be considered. The Culpeper Star-Exponent is the primary source of news in Culpeper and the surrounding area. Culpeper, located about one hour southwest of Washington D.C. and one hour north of Charlottesville, VA, is a vital small-town community that has been chosen as one of the Top Ten Small Towns in America. Interested applicants should apply online at http://www.fredericksburg.com/classifieds/job/free-lance-star_jobs/

- Applicants should attach a resume and samples of previous work.

Multimedia reporter

Piedmont Media, LLC is searching for a multimedia reporter to join our team at the Piedmont Star-Exponent. The Piedmont Star-Exponent is a five-day-a-week, Saturday small daily newspaper in the picturesque community of Piedmont, Virginia with a circulation of 10,000. The Piedmont Star-Exponent is an award-winning newspaper serving the picturesque Virginia Piedmont. Products include three award-winning community newspapers, companion digital news alerts and websites, and magazines tailored to target markets.

- You will be responsible for selling print and digital advertising in Fairfax. Prince William, Culpeper, and Loudoun counties for Piedmont Media. Successful candidates will have a minimum of three years of proven sales experience, preferably in advertising or digital media, a history of building and sustaining positive customer relationships, and will be responsible, self-starters who are ready to hit the ground running.

- Our offices are located in Historic Warren- ton. We offer a full benefits package with a flexible work schedule in a casual dress environment. Join a team that thinks big and gives a green light to men and women of vision.

Opinion Editor

Virginia Lawyers Weekly is a legal news-paper dedicated to providing the latest legal news, is looking for a lawyer/journalist who likes to write and to analyze legal decisions. We need an opinion editor, someone who reviews all the cases we get in a given week and prepares easy-to-read digests of those cases for our newspaper and website. The job also involves recommending cases for stories. We need someone who can spot legal issues and who can get the essence of a decision, then communicate it quickly. Job requirements include an understanding of law practice, familiarity with the courts in Virginia and a strong sense of organization. A law license is required, preferably from Virginia. Past journalistic experience and past legal experience both are highly useful. This is a great opportunity for lawyer who would enjoy a job that is essentially telling other lawyers what happened last week. Salary is competitive and benefits package is excellent. If you are interested please submit a cover letter, resume and salary requirements. BridgeTower Media is an Equal Opportunity Employer and values diversity in our work-force. Apply: https://www.gnhm.com/apply/stack/420/5/39866865.png

Freelance Writers

The Richmond Free Press has immediate opportunities for freelance writers. Newspaper experience is a requirement. To be considered, please send five samples of your writing, along with a cover letter to: editor@richmondfreepress.com or mail to: Human Resources, Richmond Free Press, P.O. Box 27709 Richmond, Virginia 23221, No phone calls please.

- The Northern Virginia Daily has an opening for a features/entertainment writer, and two openings for hard news writers – one focusing on business and agriculture news.

- If you know AP style, have an undergradu ate degree - preferably in journalism - and prefer a flexible schedule, little supervision and want the opportunity to write the greatest story you’ll ever write, then send your resume, three references and links to examples of stories that you have written to Editor Linda Ash at news@nvdaily.com.

- We are an award-winning Monday - Saturday small daily newspaper located in Strasburg, Virginia, not far from the Washington, D.C. metro area. Check us out online at www.nvdaily.com.

- Freelance Writers Are you a talented freelance writer with a long list of story ideas you are eager to see published? Richmond magazine is looking for new writers with fresh ideas and strong voices who have a working knowledge of AP Style and are familiar with Richmond magazine’s content and format. You’ll need to know the basics of news writing, but you should be comfortable with alternative story-telling methods and first-person writing, too. We’re looking for talented writers with all kinds of expertise, from generalists and news hounds, to subject-matter experts with the inside scoop on Richmond’s food, arts, entertainment, shopping and health scenes. We want writers who can look beyond the press release to get to the real story, bringing diverse populations and unexpected voices into their sourcing and writing. Whether you can turn around a quick but informative story for the web or take the time to dive deep into a piece for our print content, we want to hear from you. Send you three best clips and three story ideas to jessica@richmag.com.

- The Virginia Lawyers Weekly is looking for a lawyer/journalist who likes to write and to analyze legal decisions. We need an opinion editor, someone who reviews all the cases we get in a given week and prepares easy-to-read digests of those cases for our newspaper and website. The job also involves recommending cases for stories. We need someone who can spot legal issues and who can get the essence of a decision, then communicate it quickly. Job requirements include an understanding of law practice, familiarity with the courts in Virginia and a strong sense of organization. A law license is required, preferably from Virginia. Past journalistic experience and past legal experience both are highly useful. This is a great opportunity for lawyer who would enjoy a job that is essentially telling other lawyers what happened last week. Salary is competitive and benefits package is excellent. If you are interested please submit a cover letter, resume and salary requirements. BridgeTower Media is an Equal Opportunity Employer and values diversity in our work-force. Apply: https://www.gnhm.com/apply/stack/420/5/39866865.png

- Urban News Weekly is looking for a full-time editor to manage its well-established weekly publication. The editor will report directly to Canova Media Group’s President/CEO. Duties will include: day-to-day supervision of all sections, handling all advertising and preparing pages for press. Urban News Weekly is a well-known publication in the Richmond metropolitan area and focuses on food, entertainment, events and local news. The position will be based in Richmond, VA with the possibility for telecommuting.

- The Northern Virginia Daily has an opening for a features/entertainment writer, and two openings for hard news writers – one focusing on business and agriculture news.

- If you know AP style, have an undergraduate degree - preferably in journalism - and prefer a flexible schedule, little supervision and want the opportunity to write the greatest story you’ll ever write, then send your resume, three references and links to examples of stories that you have written to Editor Linda Ash at news@nvdaily.com.

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- Freelance Writers Are you a talented freelance writer with a long list of story ideas you are eager to see published? Richmond magazine is looking for new writers with fresh ideas and strong voices who have a working knowledge of AP Style and are familiar with Richmond magazine’s content and format. You’ll need to know the basics of news writing, but you should be comfortable with alternative story-telling methods and first-person writing, too. We’re looking for talented writers with all kinds of expertise, from generalists and news hounds, to subject-matter experts with the inside scoop on Richmond’s food, arts, entertainment, shopping and health scenes. We want writers who can look beyond the press release to get to the real story, bringing diverse populations and unexpected voices into their sourcing and writing. Whether you can turn around a quick but informative story for the web or take the time to dive deep into a piece for our print content, we want to hear from you. Send you three best clips and three story ideas to jessica@richmag.com.
VCU's Robertson School Seeks Reaccreditation

While the Robertson School and many other programs believe they can adequately prepare mass comm majors for careers within the 48-credit limit, the rule chafes some journalism programs and national associations. Among them, the National Association of College Editors (NAE) is an advisor to the Robertson School from Oct. 29 to Nov. 1 to meet with the faculty and students, observe classes and inspect our facilities. The team will include both seasoned academics and media professionals who cover our undergraduate sequences: advertising, journalism and public relations.

The reviewers will write their report on the spot and discuss it with the administration of the Robertson School and VCU. The site team's recommendation on whether the Robertson School should be reaccredited then will go to the ACEJMC Accrediting Committee.

In March, the committee will make a recommendation to the ACEJMC Accrediting Council, which will make the final decision the following month. The council's president is Peter Bhatia, editor of the Cincinnatian Enquirer, and it includes representatives from both higher education and professional groups.

ACEJMC accreditation is not without its issues. Last spring, two high-profile schools – the Graduate School of Journalism at the University of California, Berkeley, and the Medill School of Journalism, Media and Integrated Marketing Communications at Northwestern University – dropped their ACEJMC accreditation.

One concern about accreditation is that it limits the number of mass comm courses that students can take. At most universities, students must earn 120 credits to graduate. To be accredited by the ACEJMC, a program cannot require students to take more than 48 credits (roughly 16 courses) in mass comm.

The council's rationale is that journalists and other mass comm majors must have a firm grounding in the liberal arts. So it wants to ensure that students take at least 72 credits outside mass comm – in disciplines such as history, psychology, political science, biology and other sciences, math and foreign languages.

The Robertson School was last reaccredited by the ACEJMC in 2012 after the site team for that review reported, "Students were overwhelmingly enthusiastic about the faculty members and their professional experience that they bring into the classroom." We are hopeful that the upcoming reaccreditation process will yield equally good news.

Looking Ahead: The VPA 2020 Plan

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methods appropriate to the communications professions in which they work; and "write correctly and clearly in forms and styles appropriate to the communications professions, audiences and purposes they serve."

Similarly, the self-study shows how the First Amendment is a focus of courses such as our introductory MASC 101 class, MASC 361 History and Development of Journalism and MASC 408 Communications Ethics and Law; and how numerous classes – especially MASC 474 Diversity in the Media – address diversity issues.

Also as part of the curriculum section of the self-study, we will verify that we comply with the ACEJMC's strict rules on classes sizes: Our skills courses, such as writing, editing and graphic design, can have no more than 20 students.

But the ACEJMC reaccreditation process isn't just a paper review. Armed with the self-study, a team of reviewers will visit the Robertson School from Oct. 29 to Nov. 1 to meet with the faculty and students, observe classes and inspect our facilities. The team will include both seasoned academics and media professionals who cover our undergraduate sequences: advertising, journalism and public relations.

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- Reader demographics
- Newspaper and online advertising trends
- Print and online advertising ROI
- Developing new advertising selling proposition and create new collateral materials
- Creating a new digital/online ad sales network
- Developing a print/digital agency that will include graphic design and market research capabilities
- Marketing VPA meeting and conference

rooms to secure more day rentals

Developing and implementing a more proactive legislative strategy.

A strong, more proactive legislative strategy is critical for Virginia’s long-term success. Increasingly we face legislative threats on public notice, access and other important issues that require us to take swift and positive action. To ward off many of these threats and to build more positive relationships in the Virginia General Assembly, we are working with members on several steps including:

- Making sure we have 95% participation in PNV website by October 15
- Creating a Public Notice Work Group with legislators and local government officials to fund solutions to public notice issues
- Conducting in-depth research on public notice expenditures by local government and data on foreclosure notices
- Creating a “State of Public Notice in Virginia” report for use with the PNW work group and during 2018 legislative session
- Developing a VPA Legislative Platform to include FOIA, Public Notices, cameras in the courtroom and other key legislative issues and distributing to VPA members, General Assembly members
- Finding better ways to integrate the legislative platform into all VPA communications

We realize that we won’t be able to accomplish everything outlined in the 2020 Plan in the first year of the plan. The ideas and initiatives in the plan will take several years to develop and implement. However, we are excited about working with VPA’s membership to lead the association in new and innovative directions.

For more details about the VPA 2020 Plan – contact Betsy Edwards at betsey@vpa.net.

Looking Ahead: The VPA 2020 Plan

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members of a Reporting class who are assigned to cover beats in Lexington, nearby Buena Vista and Rockbridge County. Student-producers oversee the newscast and the website, assigning stories and monitoring their progress. Student-copy editors read the beat reporters’ stories and make suggestions for improvement.

Depending on enrollment, The Rockbridge Report is often the largest newsgathering organization within a 50-mile radius of its home base in Lexington. On election days, The Rockbridge Report often provides city and county residents with results of local races before any other media outlet.

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Washington and Lee University Department of Journalism and Mass Communications

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School of Media Arts & Design (SMAD) at James Madison University

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in-depth stories for “60 Minutes” in New York. They serve as top executives at firms from coast to coast, from Zillow in Seattle to Fließman-Hillard in New York. They anchor local newscasts and national business reports on two of the biggest stages in journalism, in Chicago and New York. And one of them is a staff writer for the Emmy-nominated Fox comedy show “New Girl.”

Small by choice, W&L’s enrollment is limited to about 1,800 undergraduates through a highly selective admissions process. A student-to-faculty ratio of 9-to-1 ensures small classes and inspires the development of close associations between faculty and talented, motivated students who continue to excel long after they leave campus.

School of Media Arts & Design (SMAD) at James Madison University

Our outstanding broadcasting journalism alumni. Preference will be given to a student who models Alison’s passion for and commitment to broadcast journalism.

On Friday, Oct. 27, we will host the annual SMAD Day, a career networking event that includes a job fair. Although many of the media professionals who attend SMAD Day are alumni, many are not. Anyone who is interested in scouting our students is welcome to attend SMAD Day to accept resumes and conduct initial interviews. For more information, contact me at mellingsg@jmu.edu.
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