

SHARE:

[Join Our Email List](#)

[View as Webpage](#)



Connecting September 24, 2020

Click [here](#) for sound of the Teletype



[Top AP News](#)
[Top AP Photos](#)

[Connecting Archive](#)
[AP Emergency Relief Fund](#)
[AP Books](#)



Laura Sellers gets a warm kiss from her Welsh Terrier Harley (2017 photo)

Colleagues,

Good Thursday morning on this the 24th day of September 2020.

Today's Connecting leads with expressions of sadness and condolences at the unexpected death of **Laura Sellers** at age 57. As managing editor at an Oregon daily newspaper, Laura became a good friend of The Associated Press and a related association of AP member journalists, the Associated Press Managing Editors. Laura twice served on the association's governing board of directors, being elected president of the group during her second stint.

Laura died Tuesday morning at Oregon Health and Science University in Portland where she had been flown from a hospital near her home in Astoria, Ore., after suffering a severe drop in blood pressure. Emergency medical technicians and emergency room doctors were unable to keep her levels stabilized, causing her organs to shut down, according to her husband **Carl Earl**. She died a short time later.

"They have not determined what the instigating cause was," Carl said Wednesday.

There will be a private memorial for the family on Sunday. Memorials in Laura's name can be made in support of journalism training through the APME Foundation, c/o Paula Froke, 530 E. Allens Lane, Philadelphia, PA 19119.

If Connecting readers would like to send a card, Carl's address is: 319 W. Niagara Ave., Astoria, OR 97103-5740. His email is cearl@eomediagroup.com.

Today's issue also carries announcement of an executive training program at the University of North Carolina school of journalism in the name of former AP Board Chairman **Frank Daniels Jr. Susan King**, dean of the journalism school, said the program would bring national attention to the school and give its students exposure to industry officials with decades of experience.

Connecting Editor **Paul Stevens** is away for the rest of the week. Send stories, ideas and feedback to markmitt71@yahoo.com.

Have a great day!

- Mark Mittelstadt

Remembering Laura Sellers: 'Life Force,' 'Soulmate,' 'Super Awesome'



Journalists around the United States expressed sadness and shock Wednesday over the unexpected death of Laura Sellers, a former managing editor of The Daily Astorian in Astoria, Ore. Laura was past president of the Associated Press Managing Editors and a bright, creative trainer who warmly embraced workers and colleagues, and worked with news people to improve their craft.

She died Tuesday morning at age 57 after her blood pressure crashed. "I had found her when I came home and I thought she was having a stroke," said her husband, Carl Earl. "I called the ambulance and got her to Columbia Memorial Hospital in Astoria where they stabilized her and got her flown to OHSU in Portland."

Emergency medical technicians and doctors were not able to raise her level and keep it stabilized. "This caused the liver and kidneys to shut down," he said. "They could not get it to come back up. The doctors at OHSU worked to get it up high enough to do emergency dialysis... They were using four different drugs trying to get through but could not keep it going. They literally were running out of one of the drugs and they were nowhere near where they needed to be. It quickly went from life support to comfort care. When they stopped giving the drugs the pressure dropped quickly and she passed away."

Word of her death stunned friends and colleagues.

"Laura was an energetic, passionate journalist and worked tirelessly to support APME and (News Leaders Association, a group created with the merger of APME and the former American Society of News Editors) — the institutions and their members — for much of her career," said Suki Dardarian, APME president in 2006 and currently senior managing editor and vice president of the Star Tribune in Minneapolis. "She and Carl have been true friends to so many of us over the years, and our hearts go out to their family."

"I'm stunned and sad; Laura was an extraordinary person and a true Life Force for APME!!!" said Bob Haiman, APME president in 1982, chairman of the APME Regents group of alumni and a trustee at the Poynter Institute.

Earl said the root cause of his wife's severe drop in blood pressure leading to her death was still a mystery.

Laura Sellers served two stints, a total of four terms, on the board of directors of APME, an association established in 1933 to provide feedback and support for the worldwide news cooperative The Associated Press. In addition to monitoring the news and photo services of AP, the group held annual conferences attended by hundreds of newspaper editors; presented annual awards to member news organizations as well as to AP staff; advocated on behalf of the First Amendment and freedom of the press. Starting in 2000 the association began journalism improvement projects underwritten by grants from major foundations and news companies.

Laura presided over the 2016 annual conference in Philadelphia. It was the third held jointly with ASNE. Two years later the groups voted to merge to become the News Leaders Association.

She and Carl were active supporting the group, bringing with them their goofy toy figure "Flip." Flip went everywhere: on the back of their Harley-Davidson motorcycles as they rode the Oregon coast; attended dinners; showed up at bars; even posed as a parrot on Laura's shoulder. Laura and Carl also were loving parents to their Welsh Terriers.

Angie Muhs, APME's last president as the group ceased to exist at the 2019 conference in New Orleans, commented Wednesday: "She literally changed my life -- at my first APME conference, I knew no one. Laura introduced herself, and asked if I had dinner plans. I didn't, and so she said, "well, come out with us" and the next thing I knew, I was in a big group having a great time. It made me want to be involved with the organization, so I volunteered for a committee... and from there, ended up running for the board, and the rest is history. So much of my life would be different had it not been for Laura's generous spirit."

One of APME's enduring projects was NewsTrain bringing hands-on training to newsrooms around the country. After retiring from The Daily Astorian, Laura became a co-director of the project.

Laura was known for a warm, welcoming, positive approach, one that provided encouragement and support. "I had no idea how isolating it would feel as a newsroom boss, let alone a woman boss who wanted to challenge sacred print traditions," said Carole Tarrant, former managing editor at Forum Communications Company and former editor at The Roanoke (Va.) Times. "But my dear friend Laura Sellers was traveling this same path as an editor in Oregon and absolutely there for me, so many times. She welcomed me into the tribe of the Associated Press Managing Editors organization, where I met and commiserated with other brilliant, funny and totally committed leaders from newsrooms across the country.

"These APME friendships were a lifeline as we tried to steer our newsrooms through the recession, company sales, the explosion of social media and oh so many layoffs. Laura, in particular, gave out hugs aplenty, could close a bar with the best of us and shared a twinkling smile that hinted she was up to something.

"She had retired from daily newspapering but still was sharing her talent as a NewsTrain leader, touring the country and preaching the importance of journalism committed with integrity. I'm still trying to digest the fact that Laura suddenly passed yesterday and am mad at myself for never telling her what she meant to me. She was the bomb. Thinking of Carl and their sweet puppy crew."

Click [here](#) for Laura Sellers death notice.

Said Jill Carnell Danseco: "She was amazing - I have had several wonderful bosses in my life but she was one of the best. I was young, naive and probably unprepared to be a working journalist. She hired me anyway, took me in hand and gently steered me in the right direction. Laura managed the newsroom with love and kindness, and always had a smile on her face and joy in her heart. And as a young woman entering what was still very much a boys' club at the time, I was constantly impressed and thankful for her support and example. She was a champion for women in journalism."

Paula Froke, editor of the AP Stylebook and whose assignments included liaison with APME and now the new group NLA, said "Laura was, of course, the heart and soul of APME. As Alison Gerber said last night, 'She was such a force of positivity in the world.'

Other reaction:

"Not much left to say, but I really did feel that Laura was a soulmate. She welcomed me in a way that nobody else did. She supported me when I felt down and out. I loved her smile. What a loss." - David Hawpe, APME President, 1997.

"Sad and heartbreaking. A life force." - Reid MacCluggage, APME President, 1998.

"Laura was still thanking me 25 years later for a not-very-insightful critique of her paper." - Jerry Ceppos, APME President, 2000.

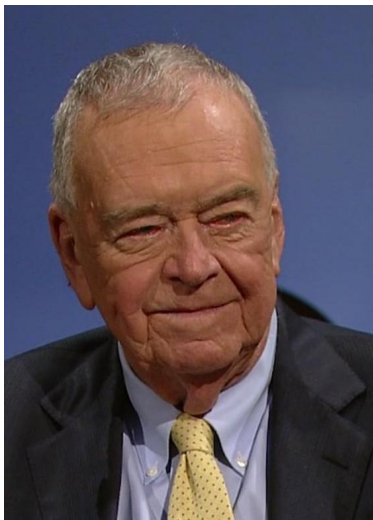
"This is such a good job of describing Laura in a few words: 'Laura was a talented editor with a wildly creative mind, a free spirit, a bundle of fun and a supporter of great journalism.' (Wednesday Connecting.) What a shock. We have to keep reminding ourselves: Carpe diem." - Stuart Wilk, APME President, 2004.

"Oh no. Please say this is not so. Laura was my buddy. I loved her like a sister. How awful. The APME family has lost a treasured member." - Otis L. Sanford, APME President, 2010.

"I'm just sick over Laura's shocking, unexpected death. I feel terrible for Carl -- they were true life partners -- and for their family. They were such a wonderful team." - George Stanley, former APME board member.

-0-

Former AP chairman honored with new



executive training program at UNC journalism (The News & Observer)

The family of Frank Daniels Jr. on Tuesday announced creation of an executive-in-residence program at the University of North Carolina's Hussman School of Journalism and Media named in honor of the longtime News & Observer president and publisher.

Expected to launch in Fall 2021, the program will bring media executives to Chapel Hill to teach a one-semester class and work with students. The executive will close the semester with the Frank A. Daniels Jr. Lecture featuring the discussion of emerging issues at the intersection of media, politics and public discourse.

"I am honored, and I am delighted," Daniels said at a reception at his home, where the program was announced.

In addition to leading the Raleigh newspaper, Daniels was elected to The Associated Press Board of Directors in 1983 and served as chairman from 1992-97.

Susan King, dean of the journalism school, said the program would bring national attention to the school and give its students exposure to industry officials with decades of experience.

"It's something that I've wanted for a long time," said King, who has seen the number of students enrolled in the Hussman School grow by several hundred since she was named dean in 2012. The school has about 1,100 undergraduate and about 130 graduate students.

King compared the new program to one at Harvard's Kennedy School.

In selecting executives for the program, King said a likely candidate would be someone who is retiring after a long career.

Read more [here](#).

-0-

Arthur Sulzberger Jr. to retire as chairman of NYT Company; credits AP experience for his views on print (The New York Times)

The New York Times Company announced on Wednesday that Arthur O. Sulzberger Jr. will retire as the chairman and as an active member of its board of directors on Dec. 31, completing a generational shift at a newspaper that has been in the same family for more than 120 years. He will be succeeded as the board's chairman by his son, A. G. Sulzberger, the publisher.

Mr. Sulzberger, 69, served as publisher of The Times from 1992 to 2017. He made sweeping changes during his tenure, taking the print newspaper from black and white to color starting in 1993 — a move viewed with suspicion by some traditionalists — and later transforming it into a digital publication. He became chairman in 1997 and will assume the title of chairman emeritus.

His retirement concludes a changing of the guard, coming nearly three years after his son became the publisher and weeks after Meredith Kopit Levien, previously the chief operating officer, replaced Mark Thompson as the chief executive and president. Mr. Thompson, who held the chief executive job for eight years, was appointed to that role by the elder Mr. Sulzberger.

Read more [here](#). Shared by John Brewer and Sibby Christensen

-0-



Cincinnati Reds pay tribute in video to retiring AP sports writer

AP sports writer Joe Kay is retiring at the end of the month and to mark his 40 years covering sports in Cincinnati, the Cincinnati Reds made a tribute video to honor the occasion. The players on the video include those from today's teams and from those from the Reds' glory days including Johnny Beach and George Foster.

Access the video on Twitter [here](#).

Noting the tribute, Connecting colleague Andy Lippman said "I was wise enough to recognize Joe's talent and hire him away from UPI just before I left as Cincinnati correspondent and became LA ACOB in 1980.

"Joe sure did make me - and especially himself - look really good.

"Congratulations to Joe on 40 years with the AP and on his retirement."

(Shared by Andy Lippmann and Peggy Walsh)

-0-

More recollections of working the overnight

Three-day weekends were great, but...

Marc Humbert ([Email](#)) _ As one of my Albany colleagues told me when I was about to start the overnight shift: "There are two great things about the overnight. One, you hardly ever have to see the bureau chief or the news editor. And, two, if you don't go to bed on Friday morning, it's a three-day weekend." I did love those three-day weekends, but by late Sunday night when you were climbing the stairs to the AP office you could barely wait until everyone was gone and you could put your head down on the desk for a nap.

The struggle to stay awake

Henry Bradsher ([Email](#)) _ Finally, I'm glad to see one reply to my queries about what overnights did on their nights/days off. Thanks to Mike Harris for reporting that he "tried to stay up after during the day and sleep at night," which is what I also did.

Mike added that after getting off work at 8 a.m. he couldn't stay awake during a Wisconsin football game. Happily, I managed to stay awake during a game at West Point, where I went from the Foreign Desk one lovely 1958 autumn Saturday to see the academy for the first time as well as watch the game. On the Greyhound bus back afterwards, I only woke up when others were getting off in Manhattan.

During the game, I heard someone behind me calling "Henry". Since I didn't know anyone there, I assumed the calls were to another Henry. But as it persisted, I looked up the stands and saw Harris Jackson with what presumably were some of his Fire Island buddies. I waved and then ignored them.

Often, other than spending evenings in the New York public library and then walking up 5th Avenue to 50 Rock, I would go to operas and plays before starting work at 11:30 p.m. But I never wore a tux, just the coat and tie that were standard for the office back in the late 1950s. I don't remember Harris's ever turning up in a tux, either.

Connecting mailbox

Stars and Stripes did fitting obit for Stibbens

Neal Ulevich ([Email](#)) _ The Stars and Stripes obituary for Steve Stibbens (Wednesday Connecting) was fitting and well done. We mourn the passing of another brave veteran of Vietnam coverage. The band of brothers is each year, sadly, fewer in number.



AP spotted as Ruth Bader Ginsburg lies in repose at Supreme Court

Connecting colleague **Robert Reid** spotted an AP team covering the crowd outside the Supreme Court as Justice Ruth Bader Ginsburg lies in repose.

Connecting wishes Happy Birthday



To

Linda Deutsch - lcdeutsch@yahoo.com

Robert Shaw - rshaw06@comcast.net

Stories of interest

Tribune Publishing email promised bonuses. It was a test; now employees are furious (The Washington Post)

Employees of the Tribune Publishing Company were momentarily thrilled Wednesday after they received a company email announcing that they were each getting a bonus of up to \$10,000, to “thank you for your ongoing commitment to excellence.”

To see how big their bonus would be, they just had to click on a link that ... well, that’s when they learned they had failed the test. And there was no bonus at all.

The entire charade was Tribune’s effort to test its collective defenses against Internet scams that tempt email recipients to click on a link that has the effect of interfering with computer systems or getting them to volunteer personal data. To bolster caution, many companies have taken to sending out these kinds of tests to their employees and taking note of how many fall for a scam.

But this particular fake enticement did not land well at Tribune, whose eight newspapers have endured furloughs and layoffs in recent years. “Fire everyone involved,” Baltimore Sun crime and courts reporter Justin Fenton wrote on Twitter.

Read more [here](#).

-0-

U.S. trial ‘steps closer’ in killing of journalist Foley (New Hampshire Union Leader)

Two ISIS terrorists accused of killing former New Hampshire resident and freelance war correspondent James Foley and three other American hostages are “several steps closer” to trial in a U.S. court, Sen. Jeanne Shaheen said Tuesday.

British authorities on Tuesday confirmed they gave to U.S. officials evidence widely seen as pivotal to building a case against El Shafee Elsheikh and Alexandra Kotey.

“This is very welcome news and a critical step to ending the legal limbo that has stalled justice for James Foley, Peter Kassig, Steven Sotloff, Kayla Mueller and their families,” said Shaheen, D-N.H. “I’m very grateful for the cooperation between U.S. and U.K. authorities to make this breakthrough.”

The announcement came weeks after Attorney General William Barr guaranteed in writing to British diplomats they if they honored the request for evidence, the U.S. would not seek the death penalty against the two. The suspects were citizens of Great Britain before the killings.

Read more [here](#). Shared by Adolphe Bernotas

-0-

College newspaper reporters are the journalism heroes for the pandemic era (The Washington Post)

In New York, it was the Washington Square News that first reported a covid-19 outbreak in a college dorm. In Gainesville, Fla., the Alligator is the newspaper that has been painstakingly updating a map of local cases. And the Daily Gamecock alerted the public to the ways that University of South Carolina officials were withholding information about covid-19 clusters.

While the pandemic economy has devastated the local news business, there remains a cadre of small newspapers that are more energized than ever, producing essential work from the center of the nation's newest coronavirus hot spots.

Those would be college newspapers, whose student journalists have been kept busy breaking news of campus outbreaks, pushing for transparency from administrators and publishing scathing editorials about controversial reopening plans.

Read more [here](#). Shared by Cynthia Denham

-0-

Memo to Donald Trump: Thomas Jefferson invented hating the media (The Washington Post)

During his time as U.S. minister to France, Thomas Jefferson penned a letter to a statesman from Virginia, waxing poetic about the importance of a free press.

"The basis of our governments being the opinion of the people, the very first object should be to keep that right," Jefferson wrote to Edward Carrington in 1787. "And were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them."

Those words would help identify the Founding Father as a champion of the press.

But as Jefferson was writing them, scholars say, he did not foresee that newspapers would become a partisan tool for warring political factions in a climate of unrest and uncertainty over the fate of a nascent nation.

Read more [here](#): Shared by Paul Albright

-0-

The Final Word

Make a collage with your newspaper (Art Daily)



An image provided by Rachel Dawson, a notebook using newspaper clippings in a collage. Looking for a

way to digest the news and make sense out of everything going on in the world — or to just create something beautiful? Turn your newspaper into a collage. Rachel Dawson via The New York Times.

NEW YORK (NYT NEWS SERVICE).- Looking for a way to digest the news and make sense out of everything going on in the world — or to just create something beautiful? Turn your newspaper into a collage. It's a great way to make a time capsule that archives memories, records newsworthy events and tells a story from your point of view.

Here's How to Begin

To get started, gather your supplies. All you need is a newspaper, a pair of scissors (ripping by hand will work in a pinch), glue or glue stick and a piece of paper, a journal or canvas on which to build your collage.

Read through the newspaper however you'd like — starting with your favorite section, in order or jumping around. As you read, cut out things that you find interesting, beautiful, timely or compelling. Do you want to create a collage of things that resonate with you? Or to sum up the top news stories in an artistic format? Keep an eye out for relevant words, phrases or designs as you scan.

It's helpful to gather a variety of elements as you make your way through the paper. Having text in different styles makes the collage more interesting, and layering visuals such as illustrations or photographs adds dimension and aesthetic appeal.

Read more [here](#). Shared by Paul Albright

Today in History - September 24, 2020



By The Associated Press

Today is Tuesday, Sept. 24, the 268th day of 2020. There are 98 days left in the year.

Today's Highlight in History:

On September 24, 1789, President George Washington signed a Judiciary Act establishing America's federal court system and creating the post of attorney general.

On this date:

In 1869, thousands of businessmen were ruined in a Wall Street panic known as "Black Friday" after financiers Jay Gould and James Fisk attempted to corner the gold market.

In 1890, the president of The Church of Jesus Christ of Latter-day Saints, Wilford Woodruff, wrote a manifesto renouncing the practice of plural marriage, or polygamy.

In 1955, President Dwight D. Eisenhower suffered a heart attack while on vacation in Denver.

In 1960, the USS Enterprise, the first nuclear-powered aircraft carrier, was launched at Newport News, Virginia. "The Howdy Doody Show" ended a nearly 13-year run with its final telecast on NBC.

In 1964, the situation comedy "The Munsters" premiered on CBS television. The adventures series "Daniel Boone," starring Fess Parker, debuted on NBC.

In 1969, the trial of the Chicago Eight (later seven) began. (Five were later convicted of crossing state lines to incite riots at the 1968 Democratic convention, but the convictions were ultimately overturned.)

In 1976, former hostage Patricia Hearst was sentenced to seven years in prison for her part in a 1974 bank robbery in San Francisco carried out by the Symbionese Liberation Army. (Hearst was released after 22 months after receiving clemency from President Jimmy Carter.)

In 1988, Canadian sprinter Ben Johnson won the men's 100-meter dash at the Seoul (sohl) Summer Olympics [-] but he was disqualified three days later for using anabolic

steroids. Members of the eastern Massachusetts Episcopal diocese elected Barbara C. Harris the first female bishop in the church's history.

In 1996, the United States and 70 other countries became the first to sign a treaty at the United Nations to end all testing and development of nuclear weapons. (The Comprehensive Nuclear Test Ban Treaty has yet to enter into force because of the refusal so far of eight nations [-] including the United States [-] to ratify it.)

In 2001, President George W. Bush ordered a freeze on the assets of 27 people and organizations with suspected links to terrorism, including Islamic militant Osama bin Laden, and urged other nations to do likewise.

In 2007, United Auto Workers walked off the job at General Motors plants in the first nationwide strike during auto contract negotiations since 1976; a tentative pact ended the walkout two days later.

In 2018, China and the United States imposed new tariff hikes on each other's goods; U.S. regulators went ahead with a planned 10 percent tax on \$200 billion worth of Chinese imports, and China said it responded with taxes on \$60 billion in American goods.

Ten years ago: President Barack Obama and Southeast Asian leaders meeting in New York sent China a firm message over territorial disputes between Beijing and its neighbors, calling for freedom of navigation in seas that China claimed as its own. Facebook founder Mark Zuckerberg pledged \$100 million over the next five years to Newark, New Jersey, schools a week before the release of the biographical movie "The Social Network." Gennady Yanayev, 73, a leader of the abortive 1991 coup who had briefly declared himself Soviet president, died in Moscow.

Five years ago: A stampede and crush of Muslim pilgrims occurred at an intersection near a holy site in Saudi Arabia; The Associated Press estimated that more than 2,400 people were killed, while the official Saudi toll stood at 769. Pope Francis finished his whirlwind visit to the nation's capital, becoming the first pope to address a joint meeting of Congress and calling on the lawmakers to help immigrants "and embrace the stranger in our midst." The pope then traveled to New York for an evening prayer service in St. Patrick's Cathedral. Chinese President Xi Jinping arrived in Washington, where he and President Barack Obama met for dinner at Blair House, the guest residence near the White House. A repurposed military "duck boat" carrying passengers swerved into an oncoming charter bus on Seattle's Aurora Bridge; five international college students were killed in the crash.

One year ago: House Speaker Nancy Pelosi launched a formal impeachment inquiry against President Donald Trump; the probe focused partly on whether Trump abused his presidential powers and sought help from the government of Ukraine to undermine Democratic foe Joe Biden. The Metropolitan Opera announced that Placido Domingo had agreed to withdraw from his slate of scheduled performances following allegations of sexual harassment. Britain's highest court ruled unanimously that Prime Minister Boris Johnson had broken the law by suspending Parliament in a way that had suppressed legitimate scrutiny of his Brexit plan; the ruling upended Johnson's plan to keep lawmakers away for two weeks before Britain was due to leave the EU.

Today's Birthdays: Rhythm-and-blues singer Sonny Turner (The Platters) is 81. Singer Barbara Allbut Brown (The Angels) is 80. Singer Phyllis "Jiggs" Allbut Sirico (The Angels) is 78. Singer Gerry Marsden (Gerry and the Pacemakers) is 78. News anchor Lou Dobbs is 75. Pro and College Football Hall of Famer Joe Greene is 74. Actor Gordon Clapp is 72. Actor Harriet Walter is 70. Songwriter Holly Knight is 64. Actor Kevin Sorbo is 62. Christian/jazz singer Cedric Dent is 58. Actor-writer Nia Vardalos is 58. Rock musician Shawn Crahan (AKA Clown) (Slipknot) is 51. Country musician Marty Mitchell is 51. Actor Megan Ward is 51. Singer-musician Marty Cintron (No Mercy) is 49. Contemporary Christian musician Juan DeVevo (Casting Crowns) is 45. Actor Ian Bohen is 44. Actor Justin Bruening is 41. Olympic gold medal gymnast Paul Hamm (hahm) is 38. Actor Erik Stocklin is 38. Actor Spencer Treat Clark is 33. Actor Grey Damon is 33. Actor Kyle Sullivan is 32. Actor Ben Platt is 27.

Got a story or photos to share?

Got a story to share? A favorite memory of your AP days? Don't keep them to yourself. Share with your colleagues by sending to Ye Olde Connecting Editor. And don't forget to include photos!

Here are some suggestions:

- **Second chapters** - You finished a great career. Now tell us about your second (and third and fourth?) chapters of life.

- **Spousal support** - How your spouse helped in supporting your work during your AP career.

- **My most unusual story** - tell us about an unusual, off the wall story that you covered.

- **"A silly mistake that you make"**- a chance to 'fess up with a memorable mistake in your journalistic career.

- **Multigenerational AP families** - profiles of families whose service spanned two or more generations.

- **Volunteering** - benefit your colleagues by sharing volunteer stories - with ideas on such work they can do themselves.

- **First job** - How did you get your first job in journalism?

- **Connecting "selfies"** - a word and photo self-profile of you and your career, and what you are doing today. Both for new members and those who have been with us a while.

- **Most unusual** place a story assignment took you.



Paul Stevens

Editor, Connecting newsletter
paulstevens46@gmail.com

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"