

The Tennessee Press

Vol. 76

JANUARY 2013

No. 7



TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT, NASHVILLE

Not far from the convention hotel in Nashville is Bicentennial Mall State Park, which lies between James Robertson Parkway on the north and the Tennessee Capitol on the south and between Sixth and Seventh streets in Nashville.



MARGARITAVILLE

Jimmy Buffett's Margaritaville Nashville, downtown on Honky Tonk Row, is where conventioners will party.

Winter Convention: a lotta business, fun and learning

BY ROBYN GENTILE

TPA member services manager



Haslam

Familiar and new. The TPA Winter Convention Wednesday through Friday, Feb. 6-8, will offer a mix of both. Chairman Lynn Richardson, publisher of the *Herald & Tribune*, Jonesborough, and the Press Institute Committee have put together a strong program for you.

Highlights

Gov. Bill Haslam has been invited to present the traditional governor's address at Thursday's luncheon.

"What's Your Problem?" is new to the agenda this year. Publishers and editors, in advance, will submit problems they have faced. The committee will attempt to find people who have faced similar issues who can provide possible solutions, and these will be discussed at a moderated breakfast program on Friday.

The traditional Opening Reception again will include invitations to all members of the Tennessee General Assembly. The Government Affairs Committee asks you to extend a personal invitation to your legislators as well. This is an important annual event to promote the newspaper industry in Tennessee.

The convention always has plenty of serious work and discussion but will also feature time to relax. Be sure to mark the party at Jimmy Buffett's Margaritaville on your schedule.

Conventioners can look forward on Friday to hearing Frank Daniels III, community conversations editor of *The Tennessean*, Nashville, share "Why I Went Back to the Newsroom."



Daniels

Thursday morning will include the

DETAILS

WHO: TPA members and their staffs

WHAT: TPA Winter Convention and Press Institute/Drive-In Training

WHEN: Wednesday-Friday, Feb. 6-8

WHERE: DoubleTree Hotel Nashville Downtown, 315 4th Ave. North, Nashville, Tenn. 37219-1693 (615) 244-8200

RESERVATIONS: \$132 plus tax per night. Deadline Jan. 11

REGISTRATION: For details, see packet mailed in early December or www.tnpress.com. Deadline Jan. 18

annual Associated Press (AP)-TPA Newsmakers event, coordinated by Adam Yeomans, AP bureau chief.

Thursday afternoon sessions will offer an Open Government Update with Elisha Hodge, the state's open records counsel, and a session for publishers and editors on social media, paywalls and more.

See page 3 for the convention schedule.

Down to business

TPA and the TPA Foundation have work to do during the convention.

SEE **CONVENTION**, PAGE 2

See special section

This issue of *The Tennessee Press* includes a special section, the 2012 TPA/TPS/TPAF Annual Report. It was prepared by Kevin Slimp and other members of the staff.



Yeomans



Hodge

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The Tennessee Press

(USPS 616-460)

Published quarterly by the
TENNESSEE PRESS SERVICE, INC.

for the
TENNESSEE PRESS ASSOCIATION, INC.
435 Montbrook Lane

Knoxville, Tennessee 37919

Telephone (865) 584-5761/Fax (865) 558-8687/www.tnpress.com

Subscriptions: \$6 annually
Periodicals Postage Paid At Knoxville, TN

POSTMASTER: Send address changes to The Tennessee Press,
435 Montbrook Lane, Knoxville, TN 37919.

The Tennessee Press is printed by The Standard Banner, Jefferson City.

Greg M. Sherrill.....Editor
Elenora E. Edwards.....Managing Editor
Robyn Gentile.....Production Coordinator
Angelique Dunn.....Assistant



The Tennessee Press can be read on

www.tnpress.com

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CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Elenora Easterly Edwards, (865) 457-5459; send a note to P.O. Box 502, Clinton, Tenn. 37717-0502; or email ElenoraEdwards@Comcast.net. The deadline for the February issue is Jan. 14.

There's much to be accomplished

As I pen this column (in early December), I realize half my term as your president is over. It seems like I just accepted the gavel in June atop Lookout Mountain — and yet, with all the wrangling over the language of our proposed legislation, it also seems like so long ago.

We've accomplished quite a feat in creating a bill all our newspapers can support to protect and preserve public notices, but there is so much that must be accomplished in the next few months.

I am grateful to the TPA Newspaper Definition Task Force and its chairman, former TPA president Victor Parkins, that carried out a major effort throughout 2012 to craft the language and determine our best path moving forward.

It may seem like not much is happening on the legislative front, but committee assignments are imminent, and TPA Public Policy Director Frank Gibson and our lobbyists are busy working on which legislators can do the best job sponsoring our bill — and a hundred other related tasks.

I'm really looking forward to our going on the offensive in the legislature to urge passage of a good bill, instead of our usual defensive stand of trying to kill, or at least improve, bad bills. Oh, don't worry: We'll still be playing defense on plenty of bad bills.

Soon enough, we'll have new "talking points" for every single publisher to use when contacting his/her legislators to gain support for our bill. Actually, it's not too early to begin this process. We can begin discussions with our legislators, telling them we're launching an effort to protect public no-



**YOUR
PRESIDING
REPORTER**

Michael B. Williams

tices by keeping them where the public expects to find them, in newspapers.

But it also will require newspapers to post their notices on their own websites, as well as our statewide aggregate site, www.tnpublicnotice.com, that TPS makes available at no additional charge as a service of the newspaper industry.

We can go into more detail with our legislators once the bill is introduced. Frank will lead an experienced lobbying team, including our own Bo Johnson, to advance this legislation in the 2013 session. But it'll be the involvement of every single publisher that will determine whether this bill passes or fails.

As we reflect on the past year and look forward to a new year, we see so many troubling signs — a sluggish economy, the growing federal budget deficit, a lack of compromise between political parties, etc.

Yet, we also have so many reasons to be thankful — a noble profession, newspapers with a strong base of readers, wonderful employees, opportunities for new ways to reach and serve those readers, a new opportunity to improve state law, etc.

On a more basic level, we can be thankful for jobs, for food and shelter and clothing, for the very air we breathe — for opportunities to serve our Lord.

Wow, we certainly are blessed! Have a Happy New Year.

MICHAEL B. WILLIAMS is editor and publisher of The Paris Post-Intelligencer.

CONVENTION: *Familiar and new*

FROM PAGE ONE

These are the boards and committees that will meet:

- TPA Board of Directors
- TPA Business Session, a semi-annual meeting of the full membership
- Tennessee Press Association Foundation Board of Trustees
- Government Affairs Committee
- Nominating Committee (TPA)
- Technology Committee

Student involvement

The TPA Foundation again has provided scholarships to assist 50 college students in attending the convention's Drive-In Training on Friday, Feb. 8.

Drive-In Training

Drive-In Training will offer plenty of options for newspaper staff members. (See separate list following this story.)

Hotel

The convention will be headquartered at the DoubleTree Nashville Downtown

Hotel, 315 Fourth Ave. North. The convention rate is \$132 plus tax per night. Reservations may be made by calling (615) 244-8200. Please identify yourself as a guest of the convention to get the TPA rate.

Convention registration

One may register by fax, mail or online. Visit www.tnpress.com/winterconv2013.html for registration links, forms and information. Or contact TPA with questions at (865) 584-5761.

Drive-In Training: Learning how to get better at what you do

Co-sponsored by the Tennessee Press Association Foundation and the University of Tennessee, these training sessions will be offered Friday, Feb. 8 at the TPA Winter Convention.

- Advanced skills in photo editing and color correction using Photoshop. Presented by Kevin Slimp
- Basics of good photo editing for newspapers—Kevin Slimp will discuss photo editing for online and print.
- Challenges Facing Student Media—A panel discussion

- Feature Writing—How to pull your readers in with features that hit close to home. Presented by Leon Alligood, MTSU College of Mass Communication
- Jazzing up your ad and page design—Kevin Slimp presents this session filled with ideas about how to make your ad and pages look even better.
- Journalists' Roundtable—Forum for discussion of challenges you face as a

journalist

- Learn to use the tools in the newer versions of Adobe Creative Suite—A lot of us have bought applications from Creative Suite 5, 5.5 and 6, but just don't have time to learn all of the new bells and whistles. In this hour, Kevin Slimp will cover many of the new features in InDesign, Photoshop, Acrobat and Illustrator.

- Making Ethical Decisions—Thom Storey, chairman of Belmont University's Department of Media Studies, leads a session on the decisions that confront journalists when they least expect them. With all the changes to the media landscape the need for good ethical decision making is needed now more than ever.

- Open Meetings/Open Records—A need-to-know briefing on recent challenges and tools we need to continue our watchdog tradition
- Photography—Bring your questions

about photography and learn how to improve your images. Digital photography is simply the recording of light. Learn how to manage the light for better photos.

- Sports Writing—How do you make the in-print story interesting and different from the online story? AP Sports-writer Teresa Walker will share some tips on writing better sports stories.

- Visual Storytelling—Rob Heller, UT School of Journalism and Electronic Media, will present two sessions:

Part 1: Combining photos and sound for Web slideshows—Use photographs and audio together to enhance your stories. Simple techniques for editing and presenting your slideshows online.

Part 2: Telling stories with creative video—Tools and techniques for effective video story-telling on your website. Don't just copy local TV news—learn how you can do it better.

Ad/Circ Ideas Contest deadline set at Feb. 22

It's time to get ready to enter the 2013 Ideas Contest, Tennessee Press Association's contest for advertising and circulation ideas.

The deadline is Friday, Feb. 22. Mailed entries must be postmarked by the deadline but need not arrive at TPA by that date. If hand-delivered, the deadline is Feb. 22 at 5 p.m.

Some changes have been made to the contest for 2013. Two new categories have been added, and one has been revised. Descriptions have been added to some advertising categories.

New this year:

Best Marketing Materials—Best newspaper marketing book, sales material, rate sheet, etc.

Best Niche Publication—Best niche publication produced by a newspaper but not necessarily running in the newspaper; i.e., real estate or automotive publications, tourist guides, senior tabs, hunting guides, women's magazines, etc.

Updated and expanded:

Best Real Estate Ad has been changed to **Best Professional Service Ad**. Best ad or series featuring real estate, health care, financial, insurance or other "professional service."

New description for 2013:

Best Special Section—Best special section participated in by one or more advertisers (regardless of merchandise).

Best Feature Page or Pages—Some-

times referred to as signature page, where one or more advertisers are involved. Best ad or series published by a downtown council, shopping center or community-wide group of merchants.

Best Food Store Ad—Best ad or series featuring food, dairy, drug, restaurants, liquor or other beverage product.

Best Automotive Ad—Best ad or series featuring automotive, boats, aircraft, tires, gasoline, repair service or other related products and services.

Best Furniture and/or Appliance Ad—Best ad or series featuring furniture, furnishings, appliances or hardware.

Awards entry:

Awards will be presented during the Advertising/Circulation Conference, tentatively scheduled for May 2 and 3 in Nashville. Co-chairmen are Leslie Kahana, *Chattanooga Times Free Press*, advertising, and Don Lovelace, *Citizen Tribune*, Morristown, circulation.

Fees are \$6 per entry. Proceeds are used to support the educational programming of the conference. A perk of participating is that all entrants will receive CDs containing images of the winners.

First through third places are awarded in five divisions of each category, and there is a Best of Show Award. The contest has 29 categories and five divisions based on circulation. The categories are as follows:

Advertising

- Best Marketing Materials
- Best Niche Publication
- Best Special Section
- Best Sales Promotion for an Advertiser

- Best Use of Multi-Color Ad
- Best Use of Single-Color Ad
- Best Black & White Ad
- Best Feature Page or Pages
- Best 1/4 Page or Smaller Ad
- Best Food Store Ad
- Best Automotive Ad
- Best Professional Service Ad
- Best Furniture and/or Appliance Ad

- Best Internet Banner or Tile Ad for an Advertiser
- Best Classified Section

Circulation

- Best Subscription Promotion Idea
- Best Carrier Contest Idea
- Best Single Copy Promotion
- Best NIE Promotion
- Best Carrier Recruitment
- Best NIE Sponsorship Recruitment
- Best Dealer/Vendor Promotion

- Best Bulk Promotion
- Reader Contest
- Best Subscriber Retention Program
- Best Internet Subscription Promotion

Other

- Best Self-Promotion of a Newspaper
- Best Rack Card
- Best Overall Website

The divisions are as follows:
(N-1) Non-daily with a paid circulation less than 5,000

(N-2) Non-daily with a paid circulation of 5,000 or above

(D-1) Daily with a paid circulation less than 10,000

(D-2) Daily with a paid circulation of 10,000 but less than 25,000

(D-3) Daily with a paid circulation of 25,000 or above.

The entry packet is available online and will be mailed to all member newspapers on Dec. 28. One can contact TPA at (865) 584-5761 for an entry packet or download the forms at www.tnpress.com/ideascontest.html.

FORESIGHT

2013 JANUARY

1: TPA headquarters closed for new year holiday

20-26: Public Notice Week

FEBRUARY



6: Tennessee Coalition for Open Government meeting, DoubleTree Hotel, Nashville

6-8: TPA Winter Convention and Press Institute, Double-Tree Hotel, Nashville

22: Deadline for submitting entries for Advertising/Circulation Ideas Contest

22: Deadline for submitting entries for UT-TPA State Press Contests

APRIL

4-6: 17th Annual American Copy Editors Society National Conference, St. Louis, Mo.

12: Deadline for Networks ad rep sales contest

27: Associated Press Managing Editors and Broadcasters Awards Banquet, Nashville

MAY

2-3: TPA Advertising/Circulation Conference (tentative)

JUNE

13-15: 144th Anniversary Summer Convention, DoubleTree Hotel, Memphis

New press size

If something seems a little different about this issue of *The Tennessee Press*, it is. The size has been adjusted to be compatible with new paper being used by the printer, *The Standard Banner*, Jefferson City. In brief, it's a little wider and a little shorter.

State Press Contests deadline set at Feb. 22

In recent years, the suggestion TPA has received most often regarding the State Press Contests (SPC) is the request to move to an online entry system. On the recommendation of the Contests Committee, the TPA Board of Directors voted to move forward with the online contests effective for 2013.

Entries will be submitted as PDFs in all but three categories. Those remaining in print are Make-Up and Appearance, Best Special Issue or Section and Sunday Editions.

One category was dropped and two new ones added for 2013. Promotion of Newspapers was removed and Best Sports Coverage and Best Business Coverage are new.

Each entry will continue to have criteria on which it will be judged. Those comments will be supplied to entrants after the Awards Luncheon.

The entry window will be between Jan. 14 and Feb. 22.

Terri Likens, editor of the *Roane County News*, Kingston, is the Contests Committee chairman.

The divisions for the contests are calculated on total weekly paid circulation. They are as follows:

Division One: Paid combined weekly circulation of 5,000 or less

Division Two: Paid combined weekly circulation of 5,001-15,000

Division Three: Paid combined weekly circulation of 15,001-50,000

Division Four: Paid combined weekly circulation of 50,001-200,000

Division Five: Paid combined weekly circulation of 200,001 and above

The complete contests general rules and link to the entry portal are available at www.tnpress.com. Please call TPA at (865) 584-5761 with any questions.

UT has partnered with TPA to co-sponsor the contests since 1940. UT will provide the winners' plaques and certificates and coordinate the awards presentation in July.

TPA members also will experience how the online judging works with the contest of the 2013 reciprocal judging partner, Washington Newspaper Publishers Association. WNPA has used the BetterBNC platform, the same one that TPA will use, since 2007.

TPA will need judges to meet obligations to WNPA in July. Watch *The Tennessee Press* for the call for judges.

TPA Winter Convention & Press Institute Feb. 6-8 DoubleTree Hotel Downtown Nashville

Wednesday, Feb. 6

- 10:00 a.m. Tennessee Coalition for Open Government Board Meeting
- 1:00 p.m. Government Affairs Committee Meeting
- 2:45 p.m. TPA Board of Directors Meeting (TPA Business Session will immediately follow the board meeting)
- 5:15 p.m. Opening Reception (all legislators invited)
- 7:00 p.m. Evening on one's own

Thursday, Feb. 7

- 8:00 a.m. TPA Nominating Committee Meeting
- 8:00 a.m. Technology Committee Meeting
- 9:00 a.m. AP Newsmakers Session
- Noon Luncheon—Gov. Bill Haslam invited speaker
- 2:00 p.m. Open Government Update
- 3:00 p.m. Practical ideas/Digital future
- 5:30 p.m. Party at Margaritaville (5:30-7:30, bus will continuously shuttle between the hotel and Margaritaville)
- Evening on one's own

Friday, Feb. 8

- 7:45 a.m. Breakfast—What's Your Problem?
- 9:30 a.m. Drive-In Training concurrent sessions
 1. Visual Storytelling Part One
 2. Open Meetings/Open Records
 3. Journalists' Roundtable
 4. Jazzing Up Your Ad and Page Design
- 10:00 a.m. TPAF Board of Trustees Meeting
- 10:45 a.m. Drive-In Training concurrent sessions
 1. Visual Storytelling Part Two
 2. Making Ethical Decisions
 3. Feature Writing
 4. Basics of Good Photo Editing for Online and Print
- Noon Luncheon with Frank Daniels III
- 1:30 p.m. Drive-In Training concurrent sessions
 1. Sports Writing
 2. Challenges Facing Student Media
 3. Photography
 4. Learn Adobe Creative Suite Tools v. 5, 5.5 & 6
- 2:45 p.m. Drive-In Training concurrent sessions
 1. Sports Writing R
 2. Open Meetings/Open Records R
 3. Advanced photo editing and color correction
- 3:45 p.m. Convention adjourns

R = Repeat

1 FOR ALL

1st Amendment
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

Does freedom of the press mean the news media can write or say anything they want?

Unless restricted by a valid prior restraint — which is rare — the news media are free to publish any information or opinion they desire. This freedom, however, does not immunize them from liability for what they publish. A newspaper that publishes false information about a person, for example, can be sued for libel.

<http://1forall.us/about/>

TRACKS

L-C hires marketing leader

The Leaf-Chronicle, Clarksville, has named **Carol Daniels** as its new sales and marketing director.

She will be responsible for implementing advertising and marketing initiatives to grow revenue, increase market share and provide value to customers.

She will train and coach the sales staff to be "client strategists" who will work the market to drive revenue and market share growth.

She reports to Editor and General Manager Richard Stevens.

"I am thrilled that Carol has joined *The Leaf-Chronicle* as sales and marketing director, and I think the Clarksville community will quickly find her to be an energetic, results-oriented leader," Stevens said. "Our pledge to our advertisers and business partners is to help them grow their business and get results.

"Carol has extensive experience with digital and print advertising products and stands ready to help our customers achieve those goals," he said.

Her prior career stops have included co-founding a Nashville-based non-fiction publishing company, Wakestone Press, and work as classified advertising manager and digital manager of sales for the *Calgary Sun* in Canada. She also was director of national sales and marketing for Canoe, a help-wanted and recruiting website in Toronto.

Daniels holds degrees in justice and



Daniels

corrections and marketing management, both from the University of Calgary, Alberta, Canada.

"Clarksville, as a community, has so much to offer. *The Leaf-Chronicle* is Tennessee's oldest newspaper with a rich history that is intertwined with the community that it serves," Daniels said.

"Coming from a market where there has always been two newspapers, this background really has served me by teaching me how to market this product. I am excited to work with this team, and there are so many opportunities for us to work closely with key community players such as Fort Campbell, Austin Peay State University, the Clarksville Area Chamber of Commerce and the local schools and other organizations. I am looking forward to being involved in the greater community," she said.

Daniels has been actively involved in the Nashville community, working extensively in charitable fundraising. For example, she serves on the board of the Ladies Hermitage Association, in support of the famed and historic home of Andrew Jackson. She also sits on the boards of directors for the Nashville Symphony Orchestra and Books From Birth of Middle Tennessee.

She and her husband, Frank Daniels, who works as community conversation editor and columnist at *The Tennessean*, plan to relocate to the Clarksville area in coming months.

(The Leaf-Chronicle, Clarksville, Dec. 3, 2012)



ROBYN GENTILE | TPA

TPA associate member Stephen Anderson, W.E. Shaw & Associates, Hendersonville, conducted a benefits review for employees of Tennessee Press Service on Nov. 9. He works with nine newspapers in Tennessee as an employee benefits consultant. Listening are Laurie Alford, controller, left, and Beth Elliott, ad networks manager, second from left, and Kathy Hensley, accounting services representative.

Retiring Guard public affairs officer split life between service, journalism

BY DOUG DAVIS

The Daily News Journal, Murfreesboro

Nate Crawford, public affairs officer for the Tennessee Military Department, grew up in a newspaper family.

From a small child, he used to have to stand on an ink roller box to stuff inserts into newspapers at the *Democrat-Union* in Lawrenceburg. He later was publisher and editor of that newspaper for 20 years. He served in both the Navy and Army and has most recently worked as a civilian in joint public affairs for the Tennessee Military Department.

Today, the 76-year-old retires after spending most of his life in the business.

Crawford was always present at deployments and homecomings at the National Guard base in Smyrna. From 1955 to 1957, he was in the Navy as a signalman on aircraft carriers in the Mediterranean. He came home and graduated from the University of Tennessee with a degree in journalism in the early 1960s.

He also had 24 years total with the National Guard in Nashville and finished his active duty as a master sergeant.

As a weekend guardsman in the Pub-



Crawford

lic Affairs Detachment for the Army, he worked for about four years, and then he worked full time in recruiting as the marketing non-commissioned officer in Nashville.

"Soldiers drill once a month," he said. "At summer camp, often we would have employers come down and visit. We showed them what their soldiers were doing during their summer training. It was really exiting for the employers."

Crawford worked full time in recruiting as the marketing noncommissioned officer in Nashville before he became the director of public affairs for the Public Affairs Office for the Tennessee Military Department, a job he held for two years.

Then he worked in the private sector for a handful of years before Randy Harris, director of joint public affairs for the Tennessee Military Department, asked if he would consider coming back.

"I said, heck yes. I didn't ask what it paid," he said. "I was back with the military."

For the past 10 years, he was once again working with Harris, whom he previously supervised. Crawford calls Harris "my closest friend."

"Nate is without a doubt the best editor I have ever worked with and a great photographer," Harris said. "He writes lots of press releases and he proofs and edits more than anything.

Nate taught me a lot about this business."

In July, Crawford turned 76 and decided it was time to retire.

"The Guard (today) is a much better trained bunch of soldiers and more professional than we were years ago," he said. "But back then we were extremely tight; friendships that young soldiers (other than those in combat) might not enjoy now."

Crawford's son, Kit, is a command sergeant major for the recruiting command in Smyrna and has about 27 years in the Guard.

Sgt. Joe Todd, flight planner/scheduler for the Tennessee Army National Guard aviation flight facility in Smyrna, said, "I've known Nate since 1992. He has always been there for soldiers when they come home to Smyrna or anywhere else," Todd said. "He came to meet and greet and get a story and share with somebody."

As he concludes his last day on the job today, Nate Crawford said, "It's time; I know it is."

Todd said he is going to miss Crawford.

"(But) like everyone else, there is a time to go home and enjoy life with your family," Todd added.

Don't expect Nate Crawford to go home and sit down. He will be working somewhere, after a low-key get-together today with his friends.

(Nov. 30, 2012)

TPS
TENNESSEE PRESS SERVICE

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Contact TPS to find out how your newspaper can benefit,
(865) 584-5761 ext. 117.



STAFF | AMERICAN HOMETOWN PUBLISHING, FRANKLIN

David Wells, TPS advertising director, fifth from left, met with executives of American Hometown Publishing newspapers Aug. 30 in Brownsville. From left are Dan Cole, Wayne County News, Waynesboro; April Jackson, The Humboldt Chronicle and The Tri-City Reporter, Dyer; Tim Stratton, Chester County Independent, Henderson; Nancy Ingold, The Collierville Herald; Wells; Brian E. Smith, president and chief executive officer, AHP, Franklin; Lee Ann Krueger, regional advertising executive, AHP; and Vicky Fawcett, Brownsville States Graphic.



AMANDA HURLEY | E.W. SCRIPPS CO.

David Wells, TPA advertising director, represents member newspapers at the Tennessee Hospital Association Expo in Nashville. With him is Andrea Flanders of the E.W. Scripps Co.

Judge rejects request for newspaper's online comments

BY ZACK McMILLIN

The Commercial Appeal, Memphis

The Commercial Appeal will not be forced to release comments and identifying information about those who commented on stories related to the public controversies over the reorganization of Shelby County's public schools.

U.S. Dist. Judge Samuel (Hardy) Mays issued a ruling rejecting the Shelby County Commission's motion to compel The Commercial Appeal to release that information.

The commission's lawyers from the firm Baker Donelson had filed a motion asking the judge to force The Commercial Appeal to comply with a July subpoena request asking for the identities of all online commenters to 45 stories that ran between Nov. 19, 2010 and July 12, 2012.

In denying the motion, Mays wrote

that the information would not be relevant to the case.

"The Commission's claim that the information it seeks concerning the opinions of the general readership of The Commercial Appeal is relevant to determining whether racial considerations were a motivating factor in the Tennessee General Assembly's decision to enact the Municipal School Acts is not well taken," the judge ruled.

"The information sought by the Commission is not relevant to the underlying issue to be decided and is not an appropriate subject of discovery in this case."

The commission claimed that harvesting some comments and identifying information about the commenters could help them prove that new state laws enabling new municipal school districts in suburban Shelby County were motivated at least in part

by racially discriminatory intent.

The commission, Memphis City Council and City of Memphis have brought civil rights challenges to those laws, claiming that allowing new municipal school districts to form in Shelby suburbs will lead to schools that are unequal and more segregated than they would be in a unified, countywide district.

Suburban municipalities and the state attorney general's office are defending the laws, claiming there is no discriminatory effect and no racially motivated intent. A trial is scheduled for Jan. 3 on those issues.

A separate trial was held in September on state constitutional challenges to the laws allowing the statewide ban on municipal districts to be lifted in Shelby County. Mays has been expected to issue a ruling any day now,

although mediation talks aimed at resolving all matters are now scheduled to begin on Monday.

Chris Peck, editor of The Commercial Appeal, had called the subpoena a "fishing expedition," and Memphis attorney Lucian Pera and Washington attorney Paul Alan Levy, a member of the Public Citizen Litigation Group, fought the requests.

Last week, Pera wrote in an email: "The First Amendment is about protecting citizens from the oppressive use of government force because of a citizen's free expression. Here, not only is the power of a court being used against these citizens — the commenters — but it's actually being used by elected officials themselves. It's wrong, and The Commercial Appeal is going to resist it."

(Nov. 15, 2012)

Box thefts investigated

The Erwin Police Department is investigating "numerous" thefts from newspaper boxes in Erwin.

Police Chief Regan Tilson said the department was contacted by a person who fills the boxes for the Johnson City Press regarding stolen newspapers. He said a significant sum of money has been lost as a result of the reported thefts.

(The Erwin Record, Dec. 5, 2012)

Public Notice Week scheduled this month

For the third year, Tennessee Press Association (TPA) has designated a week for highlighting the importance of public notice.

The week has been scheduled for Jan. 20 through 26.

TPA is seeking contributions of articles, editorials, ads and cartoons for use in the 2013 Public Notice Week kit. Materials should be submitted by Jan. 11.

If you would like to submit an opinion piece or other item for the kit, please send it to Greg Sherrill (gsherrill@tnpress.com) or Robyn Gentile (rgentile@tnpress.com). All items will be posted by Jan. 15 at www.tnpress.com/publicnoticeweek.html.

Watch your email for more information.

TAPME accepting contest entries

Entries are being accepted now for the 2013 Tennessee Associated Press Media Editors Contest. The deadline is Friday, Feb. 8. Competition rules can be found at www.ap.org/states/tennessee/TNNNewspapers.html.

For questions, contact Dee Vassar at (615) 373-9988 or dvassar@ap.org.

The awards banquet will be held Saturday, April 27, at the Sheraton Downtown Nashville Hotel.

TRACKS

Arthur Blansett has joined the staff of the South Pittsburgh Hustler and Jasper Journal as a staff writer.

Connie Seaton left the Tennessee Star Journal, Pigeon Forge, in mid-November. Mike Williams is the new editor.

Marty Smith has joined the staff of The Union News Leader, Maynardville, as a part-time reporter/writer.

Lance Williams is the new business editor of The Tennessean, Nashville. He had been editor of the Nashville Business Journal since 2008.

Sabrina Garrett has joined The Wilson Post, Lebanon, as a staff writer. Earlier she worked for The Lebanon Democrat.

Karen Geary has been promoted to creative director of The Paris Post-Intelligencer.



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Network:
November 2012:	\$358,687	\$56,385
Year* as of Nov. 30:	\$3,761,076	\$715,574

*The Tennessee Press Service Inc. fiscal year runs Dec. 1 through Nov. 30.

-----Advertising-----

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--Tom Mullen, newspaperman

See Tom's archive website here:

<http://smc.stparchive.com>.

For more information, please visit www.ArchiveInABox.com.



Let's be proactive on subject of public notice

TPA has set the last week in January (Jan. 20-26) as Public Notice Week, and if my mailbox in November was any indication, newspapers won't have to look very far to find material for stories and editorials.

We hope TPA members won't be bashful, or timid or self-conscious about writing on the various issues surrounding the topic. It's not about newspapers. It is not about revenue. The issue is government openness and disclosure of information – things the legislature has mandated the public be told about actions – past, present and pending.

Public notice problems come in various flavors because, in all candor, some folks in government – elected officials and appointed – don't like to disclose some things. Some find notice requirements to be inconvenient and a major pain. That's why many of them want to take control of the whole process.

Take the City of Adamsville in West Tennessee. *The Courier*, Savannah, reported that in a Nov. 19 City Commission meeting the mayor announced that a zoning change approved in March was void because the city had not followed its own rules on public notice.

The Commission had changed zoning on a piece of residential property to "general commercial." The action was taken without a legally-mandated public hearing and the 15-day public notice re-

quired by the city code. They had to start over after some residents discovered the change had been made without their knowledge and objected to it.

So at the November meeting, the commission directed its planning committee to schedule a hearing and give adequate notice. There was no explanation on why the rules weren't followed.

That is just one example and one type of problem. For years, there have been issues with local governments – city councils, county commissions and school boards – taking official action on items that were not on the agenda. That means taxpayers and voters had no notice. I remember one where the county commission doubled the wheel tax in a surprise vote that was not on the agenda. That one resulted in a referendum to repeal the earlier action.

The latest example surfaced in the *Southern Standard*, McMinnville, after a McMinnville citizen complained to state Comptroller Justin Wilson that the Board of Mayor and Alderman may have violated the law in the way it renewed the city administrator's employment contract.

The contract gave the administrator a \$17,000 raise and made it more difficult for the BMA to dismiss him. It will now take five votes on the board instead of four. Anybody remember Bells,



PUBLIC POLICY OUTLOOK

Frank Gibson

Calif.?

Comptroller Wilson wrote the mayor and said he could not say a violation had occurred. He suggested that city officials needed to consult their attorney and referred them to a lawsuit in Robertson County where a violation was found under a similar set of facts. In that case, a board member resigned during a regular meeting and the board elected a replacement before the citizens of Coopertown knew there was a vacancy.

The *Southern Standard* reported that during a Nov. 13 board meeting the city attorney submitted a proposed response to the comptroller, explaining that's the way it had always been done there in McMinnville and "I will say that I have not read a legal opinion or a court decision where an action of a government entity was voided on facts similar to these."

The city's vice mayor asked the city attorney in the meeting if it was a violation. His response was that only a court could say for sure, prompting the vice mayor to say that perhaps the person who complained to the comptroller "should take us to court."

Finally, this example from the November mail

bag: In Putnam County, 10 county commissioners filed an ethics complaint against nine other county commissioners, claiming they had violated the Sunshine Law by meeting at the office of one commissioner before a scheduled commission vote on a 15.99-cent property tax increase in August.

The *Herald-Citizen*, Cookeville, reported that other commissioners complained they did not know about the unannounced and "un-noticed" meeting, which some attendees said was "an informal gathering to collect information before the vote."

The complaint was filed with the county ethics committee, a five-member body that is supposed to include three county commissioners. The *Herald-Citizen* reported one commission seat on the committee is vacant because no one had volunteered. The good news is the two commissioners now serving were not among the nine who met in secret and were not among the 10 who signed the complaint.

The ethics committee referred the matter to the county attorney for further investigation.

You can't make this stuff up.

FRANK GIBSON is the TPA public policy director. One can reach him at (615) 202-2685 or fgibson@tnpress.com.

Readers write, share wisdom

BY ALISON GERBER

Managing editor
Chattanooga Times Free Press

I recently received a letter from a reader that started like this: "Dear Alison Gerber."

Actually, my last name is Gerber. But you can call me anything as long as you keep reading the paper.

And letters are one of the best ways I can tell that people are reading. They're an important gauge that helps me judge the depth of interest in our newspaper. And that's true whether they're positive or negative, grammatically perfect or spelling challenged.

If readers aren't reacting to what we print, it's a sign they may not be reading what we print. And that's frightening to those of us who believe that what we do is important to our community, our society, our lives. There's a familiar saying that "Knowledge is power," and part of newspapers' goal is to give that power to readers.

So when someone takes the time to type out an email with their thoughts about the paper, it means something.

Interesting, funny, provocative and sometimes angry letters regularly pop into my inbox, including recent ones such as:



Gerber

- A history lesson from a native Chattanooga informed me that the Sheraton Read House building was built in 1926, not 1947 as we'd printed, and that the oldest Chattanooga organization of any kind still going is the First Presbyterian Church, which dated back to 1840.

- A letter writer stated that recent crime coverage "has had me reading the front page before starting my day with a smile perusing the funnies, which is my norm."

The same letter writer also wrote: "I can't wait to read David Scott's columns! ... His human interest stories are just incredible."

Yes, they are. But his name is David Cook.

Still, as long as you are reading.

- A less-satisfied reader wrote in to ask about coverage of his community.

"Have you discontinued coverage of Marion County?" he asked. "I no longer see any news or events in the paper for my area."

The Times Free Press now circulates in all or part of about 30 counties in four states and we have a limited amount of space in our print publication. We also have to balance our reporters across that area. We try to do our best and are genuinely sorry when a reader feels like we've let him or her down.

But message received: Look out for more Marion stories.

- Another letter, from a retired coach,

said prep football "would not be the same in this area" without coverage from the Times Free Press.

"As a way of illustrating my feeling let me go back to my coaching years when each year I would get a letter and questionnaire from the *Atlanta Journal Constitution* asking me what they could do better in covering high school sports in Georgia. For so many years, each time I would simply an-

swer, 'Subscribe to the Chattanooga Free Press (and, in later years,) Times Free Press for one year and you will be educated in the fine art of covering prep sports.'"

Thanks for those kind words, coach.

- Several readers have written or called in to express their thought on reporter Judy Walton's six-day series on financial improprieties and professional allegations against law enforce-

ment officials and district attorneys in the 10th Judicial District. "Thanks to Ms. Walton," one man said. "That's all."

Walton spent seven months investigating the judicial district that covers Bradley, Monroe, McMinn and Polk and District Attorney Steve Bebb. If you missed them, you can read her stories at timesfreepress.com/justice.

(Aug. 26, 2012)

REWRITES

JANUARY 1963

Horace V. Wells Jr., *Clinton Courier-News*, was elected president of the National Editorial Association Foundation.

A note from a reader to a Tennessee editor quoted Will Rogers: "Take away my ham, my eggs, even my chili, but leave my newspaper."

The *Johnson City Press-Chronicle* criticized a local judge's adoption of a no-photographs policy in his courtroom. "We feel proceedings of the judiciary are as much a part of the people's right to know as actions of a legislative assembly or an administrative agency. And we believe that pictures are involved in that right equally with accounts written by reporters."

The *Newport Plain Talk* ran an extra edition while a fire involving five

stores on the town's main street was burning. The semiweekly paper followed up a few hours later with complete coverage.

Ellis Binkley, one of the newsmen on ships in the Caribbean Sea during the U.S. blockade of Cuba, won an award for a photo he took of the blockade. It moved on the United Press International network and was run by several UPI clients.

JANUARY 1988

Diana Morgan, director of the Newspaper in Education program for the *Knoxville News-Sentinel*, was to speak at the winter convention on how newspapers can improve the state literacy rate.

TPA President Hershel Lake wrote about Horace V. Wells Jr.'s sale of the

Clinton Courier-News, which he founded Aug. 31, 1933, to the John M. Jones Sr. family.

Gov. Ned R. McWherter, Howard Baker Jr. and Alex S. Jones were to be speakers at the Winter Convention. TPAers were to be the McWherter's guests at a reception at the Governor's Residence.

Tennessee Attorney General W.J. Michael Cody told a House subcommittee that a new Supreme Court ruling would not allow police to keep files secret indefinitely after a case is closed. But he said those seeking police files before a case was closed would have to return to Chancery Court and ask the judge to decide whether the request was relevant and whether police were keeping a file secret in order to protect it.

More on the health of the newspaper industry

BY KEVIN SLIMP
TPS technology director



Slimp

Definition: Underwriter

One who assumes financial responsibility for; guarantee against failure. To insure against losses.

Hardly a day goes by that I don't get a call or message from people telling me how something I wrote changed their businesses, lives or both.

Such was the case last week, when my phone vibrated as I strolled through the aisles of my favorite department store.

The call was from a director of a major underwriting firm. When I say, "major," I mean one of the big ones. So big, in fact, that her company was the underwriter for the very store in which I was strolling.

For some reason that I don't fully understand, I get a lot of calls from people who run very big companies. They read something I write or hear me speak at a convention, and they feel the urge to contact me for advice, or just to tell me how something I wrote or said affected them. Maybe someday I'll figure out how to translate all these contacts into clients ... but that's a topic for another day. The topic for today relates to this phone call.

"You know," she said, "your name came up in a board meeting today."

Nothing amazes me anymore, but I still feign surprise when I hear something like this.

"Really?" I replied with as much sincerity as possible, "Why would my name come up in a meeting of a major financial firm?"

With my luck, I thought she was about to tell me I was behind on a mortgage payment or credit card bill. But that wasn't it.

"We had a request to continue underwriting 23 newspapers today," she told

me. I learned that the papers were located in metro areas across the U.S.

"The request was summarily denied because it came from a chain of newspapers. And, from what we'd all heard through the media, newspapers were a dying breed. Not a good investment."

I still wondered how my name fit into all this. That's when I learned the rest of the story.

"I remembered reading a column you wrote a couple of weeks back about how numbers were often misrepresented when the media reported newspaper statistics."

Now she had my interest.

"You wrote that the circulation numbers for printed newspapers were much better than most headlines indicate."

"A very smart woman," I thought.

"So, we had someone check the numbers of these 23 newspapers and found that they were all quite profitable."

She went on to tell me that her firm reversed its decision and felt confident approving the request.

It seems like every month I'm writing something about circulation numbers, advertising sales or some other topic related to the overall health of the newspaper industry. Although most of the critics have quieted, I still feel the bite of the criticism aimed my way for staunchly supporting the print industry when most experts left it for dead.

Then I get a call like this. And I realize that, quite possibly, 23 newspapers are in business today because this firm looked past the headlines and dug deeper to find the truth about the newspaper industry. And when they did, they felt comfortable making a financial stake in it.

So today, I'm not going to gripe about newspaper groups that are doing irreparable damage by making bad decisions or publications that write misleading headlines.

Instead, I am going to thank Michelle Rea for a speech she gave to newspapers in New York recently about the need to report numbers accurately. I almost thought I was reading something I had

written myself when I perused her transcript.

She was on target when she said, "Newspapers shouldn't retreat. I urge you to unite the fight. Fight back with powerful messaging to advertisers and with brilliant products to deliver to readers."

Anne Lannan, executive director of Ontario Community Newspapers Association (OCNA), recently reminded readers of NewsClips that advertising revenue in Canadian community papers has risen from \$850 million to \$1.2 billion over the past 10 years. She also

noted that OCNA has grown from 272 members to 313 members over those years.

Both Michelle and Anne correctly reminded their members that most of the numbers reported by major media come from the metro markets, which haven't fared as well as community newspapers.

Oh, sorry. I said I wasn't going to preach. Sometimes, I can't help myself.

Twenty-three newspapers have an underwriter today because I made a fuss about a headline last month. Maybe it's time we all kicked up a little dust.

Newspapers do well in Pulse Research third quarter results

Pulse Research of Portland, Ore. on Nov. 27 released the results of the just-concluded Quarter 3, 2012 Pulse of America readership and consumer shopping survey with almost 5,000 newspaper and website visitors sampled across all 50 states.

Summary key findings:

In addition to print version, how else (do people) get local newspaper content: newspaper website 60 percent, iPhone 12 percent, iPad 10 percent, Kindle & Fire 7 percent, other tablet 4 percent. Twenty-six percent read the print version only.

How many years will print versions of local newspaper be around: 36 percent forever or 20+ years; 19 percent less than five years; 31 percent 5 to 10 years.

Public notices: 62 percent of respondents prefer public notices in the newspaper compared to only 6 percent who prefer a government website. Thirty-two percent have no preference.

Social media misses newspaper audience: In the last 30 days, 47 percent have visited a business Facebook page and 17 percent have responded to a business Facebook offer; 33 percent have clicked

on a Google search results sponsor.

Classified effectiveness: Of those who ran a newspaper classified ad, 73 percent stated they got results from their ad; 34 percent sold what they advertised; and another 40 percent stated they got "many calls." Craigslist is softening. In the last 30 days, 77 percent have not responded to a Craigslist ad and 82 percent have not placed an ad on Craigslist.

For a complete copy of the Pulse of America survey with more than 120 readership and consumer shopping questions, go to www.pulsresearch.com/results.

National and nine U.S. regional area statistics and quarterly trending also are available.

Pulse of America is an ongoing quarterly publication readership and website user consumer shopping survey first launched in early 2008.

(Missouri Press Association eBulletin, Nov. 28, 2012)

Be on watch

"How strangely will the Tools of a Tyrant pervert the plain Meaning of Words!"

Samuel Adams, statesman, 1776

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Sales rep contest: Win a trip!

BY BETH ELLIOTT
TPS Networks manager



Elliott

The second annual contest for sales representatives is under way. Reps at newspapers that participate in Tennessee's Advertising Networks can win a trip to the 2013 Advertising/Circulation Conference tentatively set for May 2 and 3 in Nashville.

The trip includes registration, one night in a hotel and some transportation money. The contest is quite simple – the rep who sells the greatest number of TnSCAN, TnDAN and TnNET ads by April 12 wins the trip! Ads that are sold, then resubmitted to TPS for placement do not qualify.

Do you think your market is just too small to sell a Network ad? Think again! Do you have a special attraction or event in your area? Do you have healthcare facilities or schools that need to employ for specialized positions? Do you have businesses that want to attract customers outside your local area? These are all perfect candidates for TnSCAN, TnDAN or TnNET

ads.

Selling a Network ad is as easy as remembering to tell your existing advertisers about these products. Once you familiarize yourself with the Networks, it becomes even easier.

Here's how the Advertising Networks work. TnSCAN, TnDAN and TnNET are groups of TPA member newspapers that place classified line ads (TnSCAN), small display ads (TnDAN) and online banner ads (TnNET) in their newspaper or newspaper's website for one price. The advertiser doesn't have to call around to all the newspapers in your region to place an ad. When he calls you, tell him that you can place the ad for him, saving him time and money.

Once you land the sale, send the ad to TPS for placement. TPS does all the legwork by distributing the ad, verifying publication and even sending you sample tearsheets if requested. All you do is take the ad and collect the payment. Your newspaper keeps a great commission, and you get entered into the 2013 Ad/Circ Conference contest.

For personalized training on selling the Network ads, contact TPS to set an appointment (865) 584-5761 x117 or belliott@tppress.com. Happy selling, and good luck!



ROBYN GENTILE | TPA

TPS Reader Alisa Subhakul receives the Employee of the Year Award from TPS Executive Vice President Greg Sherrill.

Subhakul TPS Employee of Year

BY GREG SHERRILL
TPA executive director

It's hard to believe another year has come to a close, and I'm again writing about our most recently-elected TPS Employee of the Year. This annual award is conferred upon a TPS employee exclusively by his or her fellow employees (I never vote). A secret-ballot vote is conducted, and I always like to solicit comments on why the employees feel the designee deserves to be recognized. It's become a year-long motivator, evident whenever someone is noticed to be going the extra mile and someone else will shout out "so-and-so for employee of the year!"

For the 2012 Employee of the Year, the employees chose Alisa Subhakul of the TPS Clipping Bureau.

Subhakul has been a reader with our Bureau since October of 2009, and has learned to search literally hundreds of newspaper editions each week in search of some 875 keywords for more than 75 accounts, clipping each mention out as she goes. How these readers keep all that information on constant recall eludes me. I'm afraid it would take me a full day to read and clip just one paper!

Subhakul's colleagues offered some kind comments to back up their votes, such as:

"Alisa has been the cornerstone of the Clipping Bureau."

"Her determination to make [the Bureau] succeed is admirable and she should be applauded."

...and to sum up, "She is the bomb!"

The annual award is presented at the TPS holiday luncheon in December. In addition to the peer recognition, Subhakul was presented a certificate and a small cash honorarium.

"I would just like to say thank you to my co-workers for nominating me Employee of the Year," Subhakul said. "It is a huge honor to be recognized by my peers, all of whom are incredibly hard workers themselves. I am very

fortunate to have a job that I enjoy and coworkers that make it easier to do my job."

Subhakul succeeds 2011 Employee of the Year Angelique Dunn. A newer tradition was started in 2008, at which time an "Employee of the Year" white coffee mug was signed in indelible ink by each year's recipient of the Award. Subhakul was given the mug along with her certificate, and will be adding her name and the year soon.

BELIEVERS

Contributors to the TPAF '11 Believe' campaign thus far:

- Cannon Courier, Woodbury
- Chattanooga Times Free Press
- Nathan Crawford, In Memory of James Walter Crawford Sr. and C.T. (Charlie) Crawford Jr.
- Crossville Chronicle, In Memory of Perry Sherrer
- Jones Media, In Memory of Edith O'Keefe Susong and Quincy Marshall O'Keefe
- The Advocate & Democrat, Sweetwater
- The Daily Post Athenian, Athens
- The Daily Times, Maryville
- The Greenville Sun
- The Herald-News, Dayton
- The Newport Plain Talk
- News-Herald, Lenoir City
- The Rogersville Review
- Kennedy Newspapers, Columbia
- Lakeway Publishers, Morristown
- Citizen Tribune, Morristown
- The Elk Valley Times, Fayetteville
- Grundy County Herald, Tracy City
- The Herald-Chronicle, Winchester
- Manchester Times
- The Moore County News, Lynchburg
- The Tullahoma News
- The Milan Mirror-Exchange
- News Sentinel, Knoxville
- The Paris Post-Intelligencer, In Memory of W. Bryant Williams
- Republic Newspapers
- The Courier News, Clinton
- Union City Daily Messenger
- Bill and Anne Williams, Paris, in honor of Michael Williams' presidency of TPA

TPAF
GOAL: \$1,000,000

Foundation Campaign 2011-16



BELIEVE



The 2013 Tennessee Newspaper Directory will be mailed to 123 TPA member newspapers, associate members, press associations and advertising and clipping clients.