

The Tennessee Press

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Vass returns to TPA presidency

STAFF REPORTS
Tennessee Press Association
November 15, 2022

From past to present, TPA's new president is Chris Vass, public editor of the Chattanooga Times Free Press. She was elected on Nov. 3 by the TPA Board of Directors to fill the remainder of the 2022-23 term that was vacated by Jack McNeely. McNeely resigned in September before announcing his departure from the Cleveland Daily Banner and Herald-Citizen, Cookeville.

Vass previously served as TPA



Vass

appointed Daniel Richardson to serve the remainder of the 2022-23 term as immediate past president. The position became vacant when Rick Thomason left his role with Six Rivers Media in October. Rich-

ardson served as TPA president for the 2020-2021 term.

Vass will also be tasked with making appointments to fill a director of district one seat (West Tennessee) to fill the vacancy created by Scott Critchlow's departure from the Union City Daily Messenger. Vass will also appoint a secretary to fill the 2022-23 term that she herself vacated upon her election as president.

Members interested in serving on the Board of Directors should contact Chris Vass or TPA Executive Director Carol Daniels.

Time for newspapers to get their swagger back

Editor's note: This column was originally published in the September edition of The Texas Press Messenger, the membership publication of the Texas Press Association, and is republished here with their permission.

I'm sick and tired of apologizing for being in the newspaper business, and I suspect you feel the same way.

Our industry suffers mightily from self-inflicted wounds. We're more likely to publish stories about our problems than our successes. We focus on print copies trending down instead of digital readership going up. And we fail to engage detractors who claim falsely that nobody reads newspapers anymore.

Too often, we can't seem to put down our self-pity hymnal and sing a happier tune. We should be telling the remarkable story of how newspapers are an ever-evolving enterprise instead of a static wait-and-see-what-will-happen business.

Folks, we have a remarkable model with brag points most other businesses would give their eye teeth to claim. Our local newspapers are highly credible with our



GUEST COLUMN

LEONARD WOOLSEY

readers and advertisers, influential in the community, and we uphold a noble mission of serving the greater good.

If you will allow me some rope, I'd say we are a business with tremendous opportunities ahead. But first, we need to get our swagger back.

Let's take a basic business assessment quiz. Please play along.

Questions:

Does your business have a long track record of success?

Is your business locally respected?

Is your potential customer base growing?

Do people invest in your offerings?

Does your business make the community a better place to live?

Answers:

Data from the Bureau of Labor Statistics shows approximately

20% of new businesses shutter during the first two years, 45% during the first five years, and 65% during the first 10 years. Only 25% of new businesses make it to 15 years or more.

Where are you on this scale? I'll bet you are among your community's most successful long-term businesses.

Brag: "In a world where only roughly 1 in 4 businesses survive beyond 15 years, at (fill in our number) years old, I'd say this newspaper has a pretty good business, wouldn't you?"

Forget national polls focusing on general media categories; when you publish in your local community, does anyone listen? Do actions result? Do people respond? You are not national media. You are a crucial thread in your community's fabric.

Brag: "When we report on news in the community, readers know this is not social media gossip and they can count on us to give a fair shake. We will never surrender telling the truth in exchange for likes."

See **WOOLSEY** Page 2

2023 TPA Winter Convention set for Feb. 22-23

Plans are being made for the 2023 Tennessee Press Association Winter Convention to be held Feb. 22-23 in Nashville. The event will be held at the Holiday Inn and Suites located in downtown at 415 4th Avenue South.

TPA will hold a reception on Wednesday to which all members of the General Assembly will be invited. TPA Executive Director Carol Daniels will also coordinate with members to schedule visits to legislators' offices while TPA members are in Nashville.

Students from collegiate journalism programs will be invited to attend Thursday's convention programming and the luncheon. A grant from the Tennessee Press Association Foundation will sponsor the student participation.

The planning committee is working on sessions and event details will be available by Dec. 22. Contact Robyn Gentile, TPA member services manager, with questions at rgentile@tnpress.com.

This will be the first TPA winter convention since February 2020. No winter convention was held in either 2021 or 2022 after the breakout of the COVID-19 pandemic.

Staff reports
Nov. 15, 2022

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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 Mike Towle, (615) 293-5771; or email editor@tnpress.com. The deadline for the February 2023 issue is January 3, 2023.

Do you want First Amendment rights to be a sword or a shield?

When it comes to your core freedoms, which would you rather wield to protect them: a sword or a shield?

The 45 words of the First Amendment haven't changed since it was adopted in 1791, but how those five freedoms are interpreted and applied is shifting — alarming some even as it empowers others.

For much of our history, the amendment's core freedoms have served as a shield. Our individual rights were protected from government overreach and persecution, defending what University of Virginia professor G. Edward White decades ago called "oppressed mavericks and despised dissenters."

The U.S. Supreme Court and state lawmakers have both wielded a sharp sword in the past year to carve out legal exceptions that would reduce, restrict or criminalize speech and the right to assemble and protest. Those exceptions extended into public libraries and classrooms, physicians' offices and public space.

Where once First Amendment rights were deployed to encourage the "marketplace of ideas" when all might speak and none would be silenced, litigation and lawmakers now tell teachers what ideas and



PERSPECTIVE: FREEDOM FORUM

GENE POLCINSKI

activities — sometimes even what words — cannot be expressed.

As part of the fallout from the reversal of Roe v. Wade, multiple states have passed laws that forbid doctors from providing abortion information to patients. At least one law could criminalize such discussions with patients, advancing the idea that because abortion is now illegal in that state, the chat would constitute "aiding and abetting" a crime.

In Florida, there are challenges to a so-called "anti-woke" law that would control what professors and others can teach and what students can learn by restricting race-based conversation and analysis in business and education. "Without the freedom to engage in vigorous and robust debate about important issues and contentious concepts, a college education is just an exercise

in memorizing facts and repeating government-approved viewpoints," says attorney Adam Steinbaugh of the Foundation for Individual Right and Expression. "That's not freedom or education."

In a Texas school district, new regulations now permit a parent or guardian to force libraries to pull a book from the shelves as soon as an objection is raised — with possible return only after a lengthy process.

How did the First Amendment work as a shield? A prime example stems from a 1941 U.S. Supreme Court ruling that Americans could be required to stand and recite the Pledge of Allegiance, even if some had an objection based on sincere religious beliefs. In the aftermath of the decision, those who still conscientiously objected suffered violence across the country. In 1943, a horrified court reversed itself, establishing constitutional protection for those who did not wish to stand for or recite the pledge.

The court declared not an exception for dissent over reciting the Pledge, but rather created a shield behind which all of us can decide our own definition and practice of

See **POLCINSKI** Page 5

WOOLSEY from Page 1

In real terms, most newspapers and the products and services they provide reach more people than at any other time in history. Look at your market and consider the number of people you touch in print, email, digital and events. These numbers most likely dwarf anytime in the history of your newspaper.

Brag: "Today, our newspaper's products and services reach more people than any point in my lifetime. How many businesses do you know that can say that?"

Newspaper subscribers are as loyal as customers can be. Unlike buy-and-go customers, people find enough value in our products and services to become a business partner. They partner with us by subscribing.

They want a paper delivered to their home, digital newsletters in their inbox or both. They depend on us to share the community's

obits, cover how their hard-earned tax money is spent and tell them how their hometown heroes did under the Friday night lights.

Brag: "Our newspapers have thousands of repeat customers who buy every edition. Do you think a restaurant would like that many folks showing up every day or week to consume their product?"

Research shows that communities without a newspaper performing the basic watchdog duty of keeping the people's business in the light of day have higher crime rates, less government transparency, and higher taxes. An essential element of a newspaper's DNA is to bring governmental activities to the attention of citizen taxpayers.

Brag: "Our newspaper is where this community finds out what their elected officials are up to — and our newspaper plays a role in debating the issues. Would you rather live in one of those other communities?"

The first step in regaining our swagger is to embrace the nature of our hard-earned exceptionalism, which comes down to this:

Local newspapers are among the most established businesses in any town, are trusted by their communities, and reach a larger combined audience than ever. People consider their hometown paper valuable enough to pay good money for its long-term services. And a town with an active newspaper is statistically a better place to live.

I think that's something worth fighting for and bragging about.

Join me. Let's swagger into the future and make our communities the best possible places to live. It's in our DNA.

Leonard Woolsey is president of Southern Newspapers, Inc. and president/publisher of The Daily News, Galveston, Texas. In addition to serving as president of Texas Press Association for 2022-23, he is treasurer of America's Newspapers.

Robust public affairs coverage is more than recording meetings

My formula for shaping newspaper content is straightforward: Present a blend of stories that people like to read and stories they should read. Under the “should read” category, consider me an advocate of vibrant coverage of local government.

Another basic element to writing any story, whether hard news or feature: Make it interesting. Specific to public affairs reporting, make it timely and relevant.

Poll after poll underscores the value of newspapers as a government watchdog. It’s no coincidence that when local journalism declines, so does government transparency and civic engagement.

Most newsrooms routinely cover local government bodies and the decisions that affect readers’ everyday lives. I encourage broadening coverage through a three-step process:

- Solid advances to inform readers and ensure robust community discussion of vital community issues.
- Meaningful meeting coverage.
- Follow-up reports that interpret the actions taken.

Many newsrooms probably can relate to this course of events. Reporters pick up an agenda maybe a couple of days in advance of a meeting. They might write a couple of paragraphs as a preview, then put the materials away. Worse yet, reporters see



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

an agenda for the first time when they show up at a meeting.

The meeting can last hours, and then reporters face the task, often that same night, of pounding out hundreds of words of copy – all too often on the premise that if something was said at the meeting, you must record it.

The copy is plucked onto your pages, often with little forethought of what news might actually transpire from the meeting and how best to display the stories. That’s just the print edition. Now throw in all the other elements in these days of multitasking – photos and video, twitter updates, immediate online postings.

I hear the pushback: “You can’t force feed readers with boring meeting reports.”

That likely will be the case if you do not plan coverage. If you report a meeting as if recording the official minutes, stories will go unread. Here’s one example of how to drive readers away. The report began:

“Following the 4:30 p.m. meeting of the Committee of the Whole, the City Council met Monday night at 5:30 p.m. at City Hall. With no public hearings, bids, petitions, or open forum scheduled for the evening, the council quickly moved through the initial items.

“The following consent agenda items were approved by the council:

“Motion approving the minutes from the April 3 Council and Committee of the Whole meetings.

“Motion approving licenses.

“Resolution amending the fee schedule to include refuse container sanitizing charges.

“Resolution closing out debt service and capital project funds and transferring the balances.

“Resolution declaring items as surplus property and authorizing their disposal.

“After passing the consent agenda and a brief overview of two, updated city ordinances, the next resolution was for the council to voice their support to the state legislature to increase the budget for the Local Government Aid (LGA) grant program.”

I doubt whether even the council members took any interest in the story, let alone the broader readership.

And we wonder why many reports often raise more questions

than provide answers for readers.

I applaud those newspapers that are taking a fresh and substantive approach to coverage of public affairs, especially at the local level. In all cases, however, there likely is room for improvement.

Also, make no mistake, meaningful coverage takes work. It requires planning and it requires newsrooms to look at the continuum of coverage – not just reporting on the meetings.

At the same time, the effort will reap dividends for everyone. Citizens will be more engaged in policymaking. Elected bodies will appreciate the additional attention to and participation in their decisions. And newspapers will increase their relevancy in readers’ everyday lives.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He writes, speaks, and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com

NEWS & MOVES

Jan. 13 is deadline for TN Public Notice Journalism Contest

The Tennessee Public Notice Journalism Contest is administered by Tennessee Press Association and recognizes journalists that use public notice, or the lack of, to raise awareness of its importance.

The annual award is given to a TPA member newspaper journalist, or team of journalists, for utilizing public notices to generate stories of interest or importance to readers.

A prize of \$200 will be awarded to the winning journalist or divided among a team of winning journalists.

The contest period is Jan. 1,

2022 through Dec. 31, 2022. Entries must be received by Friday, Jan. 13. Entry details are available at tnpress.com or by contacting Robyn Gentile, TPA member services manager, at rgentile@tnpress.com

*Staff Reports
Nov. 15, 2022*

Baitinger named to Review staff as writer



Baitinger

Jeannie Baitinger has joined the Rogersville Review as a writer. Following is an edited version of a piece she wrote for the Review in September

introducing herself to readers:

“Hello everyone! I’d like to just take a moment to introduce myself. I am new at the Rogersville Review and I am hoping to get to know more of you.

“Though I am not born and

raised in Tennessee I do reside in Rogersville and have for several years. Originally from Florida, my husband and I have been

See **NEWS & MOVES** Page 4

Judges needed for Virginia Press Contests

TPA needs members to judge the Virginia Press Association’s contests approximately Feb. 6-17.

Please sign up to judge at

<https://tinyurl.com/JudgeVirginia23>

or email to rgentile@tnpress.com. Thank you!

FOR YOUR CALENDAR

January 2023

13: Deadline to enter TPA Public Notice Journalism Contest details at tnpress.com

Jan. 31-Feb. 2: CapCon2023, “Rebuilding trust in an age of disinformation,” Sacramento, Calif. Keynote speaker: former U.S. Attorney General William P. Barr.

February 2023

22-23: 2023 TPA Winter Convention, Holiday Inn and Suites, 415 4th Avenue S., Nashville.

28: Deadline to enter UT-TPA Tennessee State Press Contests

March 2023

2-5: Investigative Reporters and Editors (IRE) NICAR2023 (National Institute for Computer-Assisted Reporting), Renaissance Nashville Hotel, Nashville, Tenn.

April 2023

2-4: 2023 News Industry Mega-Conference presented by America’s Newspapers, Hilton Anatole, Dallas, Tex.

26-28: Niche Media Conference, “100% focused on niche media publishing and revenue growth,” Sheraton New Orleans Hotel, New Orleans, La.

May 2023

15-19: 93rd Annual International News Media Association (INMA) World Congress of News Media, New York, NY.

June 2023

21-25: 2023 Conference for The International Society of Weekly Newspaper Editors (ISWNE), University of Nevada, Reno, Nev.

22-24: 2023 NFPW (National Federation of Press Women) Communications Conference, Cincinnati, Ohio.

October 2023

8-10: 2023 America’s Newspapers Senior Leadership Conference, the Westin Michigan Avenue, Chicago, Ill.

NEWS & MOVES from Page 3

impressed with Tennessee from the moment we arrived for so many reasons. The beauty of the countryside is second only to the beauty of the people.

“Background: I have a degree in human services and I have worked in the social field for The Child Abuse Council in Tampa Florida. I enjoyed helping others but the field just wasn’t right for me. I wanted something different but I wanted to make a difference.

“I have worn a few different hats in my career but writing and community outreach is my passion. My intention for the Review is to bring your stories out. I want to know what your issues are.

“And I also want to share your stories of joy, successes, community improvements and defeats. I want to know you and your ideas to make our community even better. I want to be your voice.”

*Rogersville Review
Sept. 10, 2022*

Hobbs named editor and GM of Herald

Lisa Hobbs, a native of Grundy County, has been named editor and general manager of the Grundy County Herald, Tracy City.



Hobbs

Lakeway Publishers’ Middle Tennessee group Vice-President Keith Ponder made the introduction.

“We’re very happy to have

Lisa Hobbs join our team,” Ponder said. “She’s an award-winning journalist with great experience and I know she’ll do a great job leading The Herald.”

Hobbs is a 17-year news industry veteran. Her career includes all aspects of journalism, including coverage of government, wrecks,

fires, crime, sports, community events, etc. She comes to The Herald after a long career with the newspaper in neighboring Warren County where she served as news editor.

Ponder continued, “Telling the stories of our communities is at the heart of what we do at The Herald and Lisa understands our unique role of serving this community.”

Hobbs will lead the Tracy City-based office.

“A dedication to fairness, objectivity and honesty is at the core of every article I produce,” said Hobbs. “More importantly, being a southerner, I know there are at least two questions that people in the community will ask: where are you from and who are your relatives? I was born in Palmer and raised in Altamont. My parents, both Grundy County natives, are Lois Alton Childers and Mary Elizabeth (Keener) Childers. Sadly, both have passed.”

Hobbs replaces General Manager Lori Burrows who served The Herald up until this past September.

*Grundy County Herald,
Tracy City
Nov. 3, 2022*

Chronicle hires Wilson as sports editor

Scott Wilson, a sports writer who has worked at newspapers in Tennessee, Kentucky and Indiana, has been hired as sports editor of the Crossville Chronicle.



Wilson

“I am really excited about this new opportunity,” said Wilson, who formerly served as the sports editor at the Cookeville Herald-Citizen. “The Crossville area is my kind of community — passionate about sports. I can’t wait to get to know the talented coaches and student-athletes at Stone Memorial and Cumberland

County high schools, as well as in the local youth leagues.”

In addition to his work in newspapers, Wilson has worked in college athletics in the sports information departments at universities in Tennessee, Alaska, Kentucky, Indiana and Wisconsin.

“We’re very excited to bring Scott on board,” said Chronicle Editor Heather Mullinix. “I believe he has a vision of celebrating our community and the people in it. That’s at the heart of what we do every day. I’m looking forward to adding his voice to Cumberland County’s community newspaper.”

Wilson is looking beyond the traditional sports stories and hopes the community will help share ideas and information.

“I want to tell the stories of the hard-working student-athletes and how they’re able to balance athletics and academics. I want to tell the story of the unsung hero that works diligently behind the scenes,” said Wilson, who moved here from Columbia, KY.

“There are more sports to write about than only football, basketball and baseball, and I want to get involved in every sport. I am looking forward to finding the stories in the local golf scene, the outdoors world, youth sports, and even the auto racing community. I am here to tell the stories of the people in Cumberland County, and I can’t wait to get to it.”

He can be reached at swilson@crossville-chronicle.com.
*Crossville Chronicle
Nov. 3, 2022*

Wagster named Editor of Weakley County Press

A veteran newspaperwoman and community leader has been named editor of The Weakley County Press, Martin.

Lynette Calhoun Wagster, of Martin, has managed the newspaper office since 2003 but she started her career in the newspaper industry in 1985, when she was employed as a salesperson at The



Wagster

Messenger in Union City. Wagster is an active member of the Martin community. She serves and volunteers on various boards and committees in Weakley County.

Wagster has worked in every facet of the newspaper business for the last 37 years, but says her favorite part of her work is communicating with the community, listening to their needs and connecting businesses and organizations.

“The news industry, especially small, local news outlets, demands someone that cares about the community, is actively involved and wants to see growth,” Wagster said. “I’m proud of the direction that the Press has taken. Our pages are packed with LOCAL news and advertising.

“Our focus is on community — features, stories, promoting our businesses and organizations. We’re proud of our product and we appreciate our readers and our local businesses. You are the reason that we’re here.

“A newspaper belongs to the community. It is the voice of the community and without a voice, the community can’t be heard.”

*Weakley County Press, Martin
Nov. 22, 2022*

Brophy joins JC Press news staff

Amber Brophy, a Kingsport resident and recent graduate of East Tennessee State University, has joined the Johnson City Press news staff as a reporter covering education and writing features.



Brophy

“I’ll be writing about our city and county school systems, our local colleges and anything else that piques my interest!” Brophy said. “I really want to highlight all of the good things happening in our communities.

“My favorite part of this job is that I have the opportunity to learn new things every day and then share them with others. I wholeheartedly believe in lifelong learning, and I am so excited that that is now basically my job!”

*Johnson City Press
May 18, 2022*

Owens joins Press newsroom

The Johnson City Press has a new addition to its newsroom in Crime and Safety Reporter Sarah Owens, who joined the paper in



Owens

May after interning for the Press last year.

Owens, who is originally from Alabama, recently graduated from Milligan University, where she majored in communications

with a concentration in multimedia journalism.

Owens worked for the university’s student newspaper, the Stampede, covering a variety of topics. Owens also played soccer at Milligan.

She’ll be stepping into a new beat primarily covering crime and safety for the Press.

“I chose a career in journalism because I really believe that getting to know people with different experiences is an essential part of life. Meeting people from different backgrounds and understanding the differences between their lives and ours can really help us be more empathetic and caring.”

*Johnson City Press
May 21, 2022*

| | | | |
|--|---|--------------------|------------------|
| | Tennessee Press Service Advertising Placement Snapshot | | |
| | ROP: | Networks: | |
| | October 2022 | \$264,996 | \$10,325 |
| | Year* as of Oct. 31 | \$1,281,509 | \$192,367 |
| * The TPS Fiscal Year runs Dec. 1 through Nov. 30 | | | |

EMPLOYMENT OPPORTUNITIES POSTED AT WWW.TNPRESS.COM

Sports Editor

The Lexington Progress newspaper in Lexington, Tenn. has an immediate opening for a Sports Editor. Interested applicants should send their resume to victor@milanmirrorexchange.com

Page Designer

The Chattanooga Times Free Press is seeking a full-time page designer to work mostly on the daily paper but also contribute to the design of three magazines-

Contact rholder@timesfreepress.com

Regional Advertising Director

The Greeneville Sun, an affiliate of Adams Publishing Group of TN/NC/VA, located in Greeneville, Tenn. is seeking a proven Advertising Sales professional to lead our regional sales operations. Interested candidates should email a resume to pmauney@adamspg.com

Oboes and leadership strike a similar note; they set the tone, and tune

If you've been to a symphony concert, you've witnessed the cacophony of sound before the concert begins. Every instrument seems to be in its own world, independently running through the musical scale.

This is a traditional and deliberate process to tune all of the instruments. First, a single instrument plays the note of A, then the other musicians tune their instruments to that note at the same time.

Once an instrument is in tune, the musician often warms up by going through the scale. The objective is for each instrument to be perfectly in tune with every other instrument when the concert begins.

Although other instruments can be used for this purpose, an oboe



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JOHN FOUST

is generally preferred, because its steady sound stands out from the others in the orchestra. The note of A is used because all of the string instruments have A-strings.

All of this means that the oboe sets the pace for the entire orchestra. It's easy to see a direct comparison to a leader's role in the business world. A few points come to mind:

1. Leaders lead by example. They have to be in tune, themselves, before they are ready to

lead others. Even though the old way of doing things ("Do as I say, not as I do.") never really worked, a lot of so-called leaders cling to that idea. Maybe it's habit, maybe it's insecurity, maybe they've never seen any other way.

A leader has been defined as "someone who has earned the right to have followers." One of the surest ways to earn that right is be an example for others. The oboist plays A, not E or D or any other note.

If you want your team to be better listeners, be a better listener yourself. If you want your team to be punctual, be punctual yourself. If you want your team to understand the principles of effective ad copy and design, know them yourself.

2. Leaders don't micromanage.

You'll never see an oboist walking around to make sure the others are tuning properly. He or she stays seated, secure in the knowledge that the musicians are qualified to tune their instruments.

If a leader has done a proper job of training, there is no need to micromanage. All micromanagement does is give the manager a false sense of control over something in which he or she lacks confidence.

3. Leaders periodically review goals. Tuning is not a one-and-done activity. After the intermission in a concert, the orchestra repeats the tuning process. Adjustments are expected. Nothing is left to chance.

Over time, team objectives require adjustments. Perhaps economic winds have shifted, clients have

increased or decreased budgets, or new competitors have emerged. Although those changes may seem minor at first, they can develop into huge problems. True leaders have the flexibility to review goals and make tweaks along the way.

You could say that – in music and in business – leadership is largely a matter of striking the right chord.

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Hughes new ME, Siniard city editor at Cleveland Daily Banner

SUBMITTED
Cleveland Daily Banner
October 6, 2022

Two long-term reporters for the Cleveland Daily Banner have been promoted to newsroom management positions. Autumn Hughes has been promoted to managing editor and Tim Siniard to city editor. Then-publisher Jack McNeely made the announcement as part of a newsroom restructuring.

"Both Autumn and Tim have proven themselves as professional and credible journalists over the course of their respective tenures with the Banner," McNeely said.

Hughes joined the Banner as a staff writer in January 2018, following a 22-year career with The Daily Post-Athenian in neighboring McMinn County. At The DPA, she served her hometown newspaper in multiple positions including staff writer, community life editor, citizen news editor and news editor. At the Banner, Hughes has served as editor of Bradley Essential magazine since its inception in April 2018.

Earlier this year, Hughes transitioned from covering Bradley County government to a section editor role, coordinating the Banner's special sections and Bradley Essential.



Hughes

She will continue covering news in the community while overseeing the newsroom.

Hughes has received multiple awards over the course of her journalism career, including

first-place honors for best news photograph in 2019, and for editing, designing and producing Bradley Essential.

She is also project director for the Cleveland/Bradley Chamber



Siniard

of Commerce's "The Resource," an award-winning publication.

Siniard joined the Banner as a staff writer in 2018. He previously worked at two Kentucky newspapers, the

Paducah Sun and the Mayfield Messenger before moving back to Tennessee.

Siniard will continue covering city government, and, in his new role as city editor, will work with

staffers on county government news, business news, feature stories and enterprise story development.

Last year, he was a member of the Banner team that received the University of Tennessee's Edward J. Meeman Foundation Award for public service. In 2022, he placed first and second in the Tennessee Press Association's investigative reporting category. Siniard has also received other awards and recognition from TPA.

The Banner's restructuring included the elimination of the editor position, which was held by J. Todd Foster.

POLICINSKI from Page 2

patriotism. In a resounding declaration of that individual right, Justice Robert H. Jackson wrote that "If there is any fixed star in our constitutional constellation, it is that no official, high or petty, can prescribe what shall be orthodox in matters of politics, nationalism, religion or other matters of opinion."

For much of the 20th Century, lawmakers and the courts protected the rights of individuals to assemble freely and protest for justice, refused to permit a dominant religious belief to override individual faith choices in public schools and defended even vulgar or insulting speech if it involved matters of public concern.

From permitting a critical press

to do its watchdog role to protecting those engaged in comedy and satire, the right to speak freely found protection. Justices defended the right to conduct hateful protests at military funerals and rejected calls to censor violent video games.

But in 2018, Georgetown University Prof. Louis Michael Seidman wrote of a change in recent years: "Instead of providing a shield for the powerless, the First Amendment became a sword used by people at the apex of the American hierarchy of power." And a few years ago, Supreme Court Justice Elena Kagan warned the court's conservative majority, in ruling on a union fee case, had found a dangerous tool, "turning the First Amendment into a sword."

As Kagan warned, we now have – particularly in the name of religious rights for some – carved out exceptions from laws aimed at battling discrimination and insuring equitable health care across society. There are now free-speech distinctions between most citizens and public employees. Election-reform era restrictions on how corporations can spend funds to influence elections have been slashed in the name of corporate free speech.

The sword that threatens a free press may be the most immediate, given that today's news industry confronts challenges ranging from high-profile calls to revise long-standing defamation law to make it easier to successfully sue media outlets, to a relentless politi-

cal campaign to paint journalists as biased "enemies of the people," all while reeling from a devastated revenue structure that has dramatically cut both the number of newsroom staff and newspapers nationwide.

If we want an independent news media that will serve as a watchdog on our behalf over federal, state and local government officials, agencies and units, then we need to do our part to ensure that continues.

Support local news outlets, particularly startups and nonprofit organizations that track what happens at the state government level. Talk back to those on the left or right that use the media for propaganda, misinformation or disinformation. And spend a little on news reports to get a lot in return – if

not to support a particular newspaper or website, then in support of democracy.

In this highly divisive social and political era, we need to recognize that the partisan political utility of a legislative or judicial sword to carve away at the First Amendment, even when swung in the name of freedom, may well cut your rights even as it carves out exceptions for some.

This column was originally published at www.freedomforum.org and is republished here with permission. Gene Policinski is a senior fellow for the First Amendment at the Freedom Forum. He can be reached at gpolicinski@freedomforum.org.

Newspaper press cranks back up in Union City

SUBMITTED
Union City Daily Messenger
November 3, 2022

After a two-month closure, the off-set newspaper press in Union City is back up and running.

The Messenger in Union City announced the closure of the operation in late July before selling the newspaper and press to The Mirror-Exchange, based in Milan.

Headed by siblings Victor Parkins and Scarlet Parkins Elliott, the two wanted the press to print the seven newspapers they now own and operate.

Comprised of the Mirror Exchange in Milan, The Gazette in Trenton, Tri City Reporter in Dyer, The Progress in Lexington, The Chronicle in Humboldt, The Messenger in Union City and the Weakley County Press in Martin, the company also runs the largest state-of-the-art digital printing press in the region.

The DGM offset printing press features a four-high color unit that produces beautiful newspaper photos. The company also has three websites and multiple social media pages, making it one of the largest regional news outlets in West Tennessee. Mirror-Exchange Publisher Victor Parkins said he jumped at the opportunity when the change came his way.

“While our company is growing, we’re seeing less and less press rooms within a reasonable driving distance to each of our markets,” Parkins said. “We believe strongly that local, print journalism will be around for a long time. When the opportunity to purchase what we consider the best press with the best press operators around, it just made sense.”

All told, the Mirror-Exchange,



Submitted

After a two-month closure, the off-set newspaper press in Union City is back up and running. Above, pressmen Johnie Hodge, Andrew Molands and Darrin Rhamy operated the four-high color unit during one of the first runs after a two-month closure. The DGM off-set printing press was purchased in September by The Mirror-Exchange, Inc., based in Milan.

Inc. print and online distribution is almost 18,000 paid subscribers plus thousands of social media followers. The company blankets the entire Northwest corner of Tennessee with comprehensive, hyperlocal news coverage.

On Thursday, Oct. 27, key

players of each publication met in the press room in Union City for a planning and educational session. Editors of each of the newspapers met with the pre-press and press crew to discuss ideas on how to better serve the regions covered by their umbrella.

Rhea memorial bridge dedicated

SUBMITTED
Fayette Falcon, Somerville
October 17, 2022

A bridge dedication ceremony was held on Wednesday, October 12, naming the Cypress Creek bridge on Hwy 64 at the Fayette/Shelby County line as the Arthur David “Butch” Rhea Memorial Bridge.

Butch Rhea was the owner of The Fayette Falcon, a native of Moscow, TN and graduated from Fayette County High School in 1965.

Butch Rhea began working for the Fayette Falcon newspaper in 1965 as a printer, and then as a photographer, reporter, journalist and later purchased the Falcon and worked until he died in February 2020.

Butch Rhea generously supported families, communities, local schools, charities, all emergency services; and served the Oakland Police Department as the Captain over reserves for eleven years.

He served his community for 55 years.



Submitted

Pictured at the dedication are left to right, Martha Pyron, Butch’s sister-in-law, Keith Morris, Debra Joyner of the Falcon, Butch’s wife Carolyn, Mike Webb, PJ Bartholomew, Vip Lewis, Randy Rhea, Butch’s son, Stan Trahan, John McFarland, Jake, Teri and Levi Jacquez, Oakland Assistant Police chief Larry Gaines, and County Mayor Skip Taylor.

Scott County News has new owners

The Scott County News, Oneida, has a new look and feel with new owners Donna Manis and Ruthie Mullett, who joined forces and purchased the newspaper, effective Oct. 27.

The next change is the new location of the business, moving it to a more centralized location.

Both Donna and Ruthie are lifetime citizens of Scott County and raised their families in this

very community.

“Our team plans to help bring back a community paper as a source of information about our wonderful community,” they announced. “We look forward to helping serve Scott County as the new owners of Scott County News, the only printed newspaper in the county.”

Scott County News, Oneida
Oct. 27, 2022



Winter Convention

Feb. 22-23, 2023 • Nashville

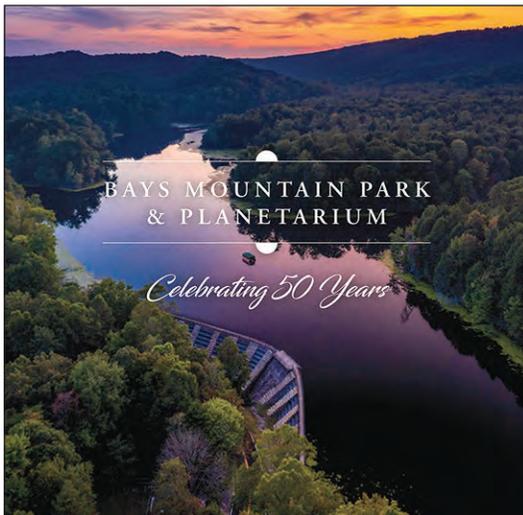
- Opening Reception—state legislators invited
- Journalism students invited to participate on Thursday
- New location. Watch for details in mid-December.

Ideas Contest

2022 Tennessee Press Association Advertising & Circulation Best Ideas Contest

Best of Show

1st Runner-Up



Kingsport Times News

Best Niche Publication—A Coffee Table Book "Celebrating 50 Years of Bays Mountain."



Southern Standard McMinnville

Best Multi-Color Ad for "Patriot Day."

2nd Runner-Up



Johnson City Press

Best Self-Promotion Ad: "People Love Good News," a Promotion for the Press's App

2022 Winners

To view some samples of other award-winning entries submitted by TPA members, turn to page 12. The link to view the 2022 slideshow of all winners and images is posted at www.tnpress.com.

2022 TPA Advertising & Circulation Ideas Contest results

STAFF REPORTS
Tennessee Press Association
October 20, 2022

The Tennessee Press Association (TPA) announced the 2022 Ideas Contest awards on Thursday, Oct. 20, during the virtual Revenue Summit for newspaper advertising and circulation staff members.

There were 487 entries from 23 newspapers in the 2022 contest, which has four circulation divisions and 41 categories. TPA partnered with the Hoosier State Press Association for the judging, which resulted in 240 awards.

The 2022 Ideas Contest Best of Show was awarded to the Southern Standard of McMinnville for its multi-color ad for “Patriot Day.”

The First Runner-up was awarded to the Kingsport Times News for its niche publication—a coffee table book “Celebrating 50 Years of Bays Mountain.”

The Second-Runner-up was awarded to the Johnson City Press for its self-promotion ad “People love good news” a promotion for the newspaper’s app.

The newspaper with the most awards is The Greeneville Sun with 35 awards, followed by the Kingsport Times News with 21 and the farragutpress with 19.

The contest was expanded for 2022 to include more categories to recognize digital work.



Photo by Nikki Childers, Southern Standard, McMinnville

2022 Ideas Contest Best of Show winner Southern Standard, McMinnville, staff: Photo was taken by Nikki Childers of the editorial department. Photo, from left are accountant Phyllis Vanatta, Jack Eslick, ad rep; General Manager Dale Stubblefield, Brinda Buckner, ad clerk; Publisher Patricia Zechman and Leslie Zechman, ad rep. At back, left, is graphics designer and IT director Nolan Esparza, whose art design is featured on the Best of Show presentation.

CATEGORIES

Non-Daily Group 1 —Total print distribution less than 5,000

Non-Daily Group 2 —Total print distribution 5,000 and above

Daily Group 1 — Total print distribution less than 15,000

Daily Group 2 — Total print distribution 15,000 or above

BEST SPECIAL SECTION

Non-Daily 1

1st—The Courier News, Clinton
 2nd—The Courier News, Clinton

Non-Daily 2

1st—Farragutpress
 2nd—Herald-Citizen, Cookeville

3rd—Stewart County Standard, Dover

Daily 1

1st—Johnson City Press
 2nd—Johnson City Press
 3rd—The Greeneville Sun

Daily 2

1st—Kingsport Times-News
 2nd—Kingsport Times-News
 3rd—Chattanooga Times Free Press

BEST SELF-PROMOTION OF A NEWSPAPER

Non-Daily 1

1st—The Dunlap Tribune
 2nd—Grainger Today, Bean Station
 3rd—The Courier, Savannah

Non-Daily 2

1st—Farragutpress
 2nd—Farragutpress
 3rd—Southern Standard, McMinnville

Daily 1

1st—Johnson City Press
 2nd—The Daily Times, Maryville
 3rd—The Paris Post-Intelligencer

Daily 2

1st—Kingsport Times-News
 2nd—Chattanooga Times Free Press
 3rd—Chattanooga Times Free Press

BEST SALES PROMOTION FOR A RETAILER

Non-Daily 1

1st—The Courier, Savannah
 2nd—Grainger Today, Bean Station
 3rd—The Courier, Savannah

Non-Daily 2

1st—Cleveland Daily Banner
 2nd—Herald-Citizen, Cookeville
 3rd—Farragutpress

Daily 1

1st—The Daily Times, Maryville
 2nd—The Daily Times, Maryville
 3rd—The Daily Times, Maryville

BEST USE OF MULTI-COLOR AD

Non-Daily 1

1st—The Dunlap Tribune
 2nd—The LaFollette Press

See **AWARDS** Page 9



Submitted

Pictured here are the combined creative and sales teams from the Kingsport Times-News and Johnson City Press, which finished first runner-up and second runner-up, respectively, in the Best of Show category for the 2022 TPA Ideas Contest. First row, seated/kneeling, left to right: Travis Salyer, Dustin Lifford, Rhonda Givens, Billy Kirk, Sherry Littleton and Andy Barnes. Second row, standing, left to right: Ashley Blevins, Sabrina Gulley, Makayla Wilder, Rachel Rogers, Anita Bright, Joanne Koehler, Lynn Brooks, and head of accounting Debbie Salyers. Third row, standing, left to right: Beth O'Brien, Cesar Santiago, Heather Harwood, Gary Bureson, Rene Charles and Jared Bentley.

- 2nd—Citizen Tribune, Morristown
- 3rd—Kingsport Times-News

BEST 1/4 PAGE OR SMALLER AD

Non-Daily 1

- 1st—McNairy County News, Selmer
- 2nd—The Courier, Savannah
- 3rd—Grainger Today, Bean Station

Non-Daily 2

- 1st—Farragutpress
- 2nd—Cleveland Daily Banner
- 3rd—Stewart County Standard, Dover

Daily 1

- 1st—The Daily Times, Maryville
- 2nd—The Greeneville Sun
- 3rd—The Paris Post-Intelligencer

Daily 2

- 1st—Chattanooga Times Free Press
- 2nd—Chattanooga Times Free Press
- 3rd—Chattanooga Times Free Press

BEST FOOD STORE AD

Non-Daily 1

- 1st—The Courier, Savannah
- 2nd—Grainger Today, Bean Station

See **AWARDS** Page 10

Free webinars for TPA members

Jan. 19
Classifieds 2023: Top Five Revenue Opportunities

Can't make the date? Use the TPA code for the archived version.

Register at www.OnlineMediaCampus.com.
Contact rgentile@tnpress.com for the TPA coupon code.

Archived webinars available

AWARDS from Page 9

- 3rd—Grainger Today, Bean Station

Non-Daily 2

- 1st—Southern Standard, McMinnville
- 2nd—Cleveland Daily Banner
- 3rd—Farragutpress

Daily 1

- 1st—The Daily Times, Maryville
- 2nd—The Daily Times, Maryville
- 3rd—The Greeneville Sun

Daily 2

- 1st—Kingsport Times-News
- 2nd—Chattanooga Times Free Press
- 3rd—Chattanooga Times Free Press

BEST USE OF SINGLE COLOR AD

Non-Daily 1

- 1st—Pulaski Citizen
- 2nd—Pulaski Citizen
- 3rd—The Courier, Savannah

Non-Daily 2

- 1st—Farragutpress
- 2nd—Stewart County Standard, Dover
- 3rd—Farragutpress

Daily 1

- 1st—The Paris Post-Intelligencer
- 2nd—The Daily Times, Maryville

BEST BLACK & WHITE AD

Non-Daily 1

- 1st—The Dunlap Tribune

- 2nd—The Courier, Savannah
- 3rd—The Bledsonian-Banner, Pikeville

Non-Daily 2

- 1st—Cleveland Daily Banner
- 2nd—Cleveland Daily Banner
- 3rd—Farragutpress

Daily 1

- 1st—Johnson City Press
- 2nd—Johnson City Press
- 3rd—The Paris Post-Intelligencer

Daily 2

- 1st—Kingsport Times-News
- 2nd—Kingsport Times-News
- 3rd—Kingsport Times-News

BEST FEATURE

PAGE OR PAGES

Non-Daily 1

- 1st—The Courier News, Clinton
- 2nd—The Dunlap Tribune
- 3rd—McNairy County News

Non-Daily 2

- 1st—Cleveland Daily Banner
- 2nd—Herald-Citizen, Cookeville
- 3rd—Farragutpress

Daily 1

- 1st—The Mountain Press, Sevierville
- 2nd—Johnson City Press
- 3rd—The Mountain Press, Sevierville

Daily 2

- 1st—Citizen Tribune, Morristown

AWARDS from Page 9

3rd—The LaFollette Press

Non-Daily 2

1st—Farragutpress
2nd—Herald-Citizen, Cookeville
3rd—Cleveland Daily Banner

Daily 1

1st—The Mountain Press, Sevierville

BEST AUTOMOTIVE AD

Non-Daily 1

1st—The Courier News, Clinton
2nd—The Courier News, Clinton
3rd—Grainger Today, Bean Station

Non-Daily 2

1st—Farragutpress
2nd—Southern Standard, McMinnville
3rd—Farragutpress

Daily 1

1st—The Greeneville Sun
2nd—The Daily Times, Maryville
3rd—The Paris Post-Intelligencer

Daily 2

1st—Kingsport Times-News

BEST PROFESSIONAL SERVICE AD

Non-Daily 1

1st—Grainger Today, Bean Station
2nd—The Courier News, Clinton
3rd—The Courier News, Clinton

Non-Daily 2

1st—Cleveland Daily Banner
2nd—Herald-Citizen, Cookeville
3rd—Cleveland Daily Banner

Daily 1

1st—The Paris Post-Intelligencer
2nd—The Daily Times, Maryville
3rd—The Daily Times, Maryville

Daily 2

1st—Chattanooga Times Free Press
2nd—Chattanooga Times Free Press

3rd—Chattanooga Times Free Press

BEST FURNITURE AND/OR APPLIANCE AD

Non-Daily 1

1st—The Courier, Savannah
2nd—McNairy County News, Selmer
3rd—Grainger Today, Bean Station

Non-Daily 2

1st—Farragutpress
2nd—Farragutpress

Daily 1

1st—The Paris Post-Intelligencer
2nd—Greeneville Sun
3rd—The Daily Times, Maryville

BEST SUBSCRIPTION PROMOTION IDEA

Non-Daily 1

1st—The Courier News, Clinton
2nd—The Tullahoma News
3rd—Grainger Today, Bean Station

Non-Daily 2

1st—Southern Standard, McMinnville

Best Subscription Promotion Idea

Daily 1

1st—The Mountain Press, Sevierville
2nd—The Paris Post-Intelligencer
3rd—The Mountain Press, Sevierville

Daily 2

1st—Citizen Tribune, Morristown
2nd—Citizen Tribune, Morristown
3rd—Chattanooga Times Free Press

BEST RACK CARD

Non-Daily 1

1st—The Tullahoma News

Non-Daily 2

1st—Southern Standard, McMinnville

Daily 1

1st—The Greeneville Sun

Daily 2

1st—Citizen Tribune, Morristown
2nd—Kingsport Times-News
3rd—Citizen Tribune, Morristown

BEST SINGLE COPY PROMOTION

Non-Daily 1

1st—The Tullahoma News

Daily 1

1st—The Greeneville Sun

BEST NEWSPAPER IN EDUCATION PROMOTION

Daily 1

1st—The Mountain Press, Sevierville
2nd—Greeneville Sun

BEST CARRIER RECRUITMENT

Daily 1

1st—The Greeneville Sun

BEST OVERALL WEBSITE

Non-Daily 2

1st—Herald-Citizen, Cookeville
2nd—Southern Standard, McMinnville

Daily 1

1st—The Greeneville Sun

Daily 2

1st—Kingsport Times-News

BEST DIGITAL STATIC DISPLAY AD

Non-Daily 1

1st—The Humboldt Chronicle
2nd—The Courier, Savannah
3rd—The Courier, Savannah

Daily 1

1st—The Greeneville Sun
2nd—The Greeneville Sun
3rd—The Greeneville Sun

BEST DIGITAL STATIC DISPLAY AD

Daily 2

1st—Citizen Tribune, Morristown
2nd—Citizen Tribune, Morristown

BEST NIE SPONSORSHIP RECRUITMENT

Daily 1

1st—The Greeneville Sun

BEST READER CONTEST

Non-Daily 1

1st—The Courier, Savannah
2nd—The Courier, Savannah
3rd—McNairy County News

BEST READER CONTEST

Non-Daily 2

1st—Farragutpress
2nd—Farragutpress
3rd—Herald-Citizen, Cookeville

Daily 1

1st—The Greeneville Sun
2nd—The Daily Times, Maryville
3rd—The Daily Times, Maryville

Daily 2

1st—Chattanooga Times Free Press
2nd—Citizen Tribune, Morristown
3rd—Citizen Tribune, Morristown

BEST CLASSIFIED SECTION

Non-Daily 1

1st—Grainger Today, Bean Station

Non-Daily 2

1st—Herald-Citizen, Cookeville

Daily 1

1st—The Greeneville Sun

BEST SUBSCRIBER RETENTION PROGRAM

Non-Daily 1

1st—McNairy County News, Selmer

2nd—McNairy County News, Selmer

Daily 1

1st—The Greeneville Sun

Daily 2

1st—Kingsport Times-News
2nd—Kingsport Times-News

BEST INTERNET SUBSCRIPTION PROMOTION

Non-Daily 1

1st—The Courier, Savannah

Daily 1

1st—The Greeneville Sun

Daily 2

1st—Chattanooga Times Free Press
2nd—Citizen Tribune, Morristown

BEST MARKETING MATERIALS

Non-Daily 1

1st—The Humboldt Chronicle
2nd—The Courier, Savannah

Non-Daily 2

1st—Herald-Citizen, Cookeville

Daily 1

1st—The Greeneville Sun
2nd—The Greeneville Sun

BEST NICHE PUBLICATION

Non-Daily 1

1st—The Courier, Savannah
2nd—The Courier News, Clinton
3rd—The Courier, Savannah

Non-Daily 2

1st—Farragutpress
2nd—Herald-Citizen, Cookeville
3rd—Farragutpress

Daily 1

1st—The Daily Times, Maryville
2nd—The Daily Times, Maryville
3rd—The Greeneville Sun

Daily 2

See **AWARDS** Page 11

AWARDS from Page 10

1st—Kingsport Times-News
2nd—Kingsport Times-News
3rd—Chattanooga Times Free Press

BEST USE OF HUMOR IN AN AD**Non-Daily 1**

1st—McNairy County News, Selmer
2nd—Pulaski Citizen

Non-Daily 2

1st—Herald-Citizen, Cookeville
2nd—Herald-Citizen, Cookeville
3rd—Herald-Citizen, Cookeville

Daily 1

1st—The Greeneville Sun
2nd—The Daily Times, Maryville
3rd—The Daily Times, Maryville

BEST DIGITAL ANIMATED DISPLAY AD**Non-Daily 1**

1st—The Humboldt Chronicle

BEST DIGITAL ANIMATED DISPLAY AD**Daily 1**

1st—The Greeneville Sun

Daily 2

1st—Chattanooga Times Free Press

BEST EXPANDABLE DIGITAL AD**Daily 1**

1st—The Greeneville Sun

BEST DIGITAL SELF-PROMOTION AD**Daily 1**

1st—The Greeneville Sun
2nd—The Greeneville Sun

BEST SOCIAL MEDIA PROMOTION FOR AN ADVERTISER**Non-Daily 1**

1st—The Humboldt Chronicle

Daily 1

1st—The Greeneville Sun

BEST SOCIAL MEDIA SELF-PROMOTION**Non-Daily 1**

1st—The Courier, Savannah
2nd—The Humboldt Chronicle

Daily 1

1st—The Greeneville Sun

BEST VIDEO AD OR UNDERWRITING SPOT**Daily 1**

1st—Johnson City Press
2nd—The Greeneville Sun
3rd—Johnson City Press

Daily 2

1st—Kingsport Times-News
2nd—Kingsport Times-News
3rd—Kingsport Times-News

BEST DIGITAL CONTEST**Daily 1**

1st—The Greeneville Sun

Daily 2

1st—Chattanooga Times Free Press
2nd—Chattanooga Times Free Press
3rd—Chattanooga Times Free Press

BEST MULTIMEDIA AD**CAMPAIGN****Daily 1**

1st—The Greeneville Sun

BEST E-MARKETING**Daily 1**

1st—The Greeneville Sun

Daily 2

1st—Kingsport Times-News
2nd—Kingsport Times-News
3rd—Kingsport Times-News

BEST NATIVE ADVERTISEMENT OR SPONSORED CONTENT**Daily 1**

1st—The Greeneville Sun

INNOVATION**Daily 1**

1st—The Greeneville Sun

2022 TPA Advertising and Circulation/Audience Idea exchange

**STAFF REPORTS
Tennessee Press Association
October 20, 2022**

Ideas were shared at the TPA virtual Revenue Summit held on October 20, 2022.

Participants voted for the best ideas in both advertising and circulation. The winners received cash prizes, but all got to take note of some good ideas.

TPA thanks all participants and Darrell Richardson, advertising director of The Daily Times for leading the Advertising idea exchange and Matthew Wolfe, Adams Publishing Group Regional Director of Audience Development Marketing and General Manager of The Rogersville Review, for leading the circulation/audience idea exchange.

The ideas follow and the winners are noted:

2022 Advertising Idea Exchange

- Pick up business cards left at local businesses and reach out to them. A lot of these businesses are handymen, landscapers, small mechanics, etc. Doing this has got us starting to do a business directory in the paper with one page so

you don't have to thumb the entire paper to find someone to work for you. Shared by Jon King, McNairy County News, Selmer. First-place winner, \$100 prize.

- Fact book and weekly trivia contest. The Paris Post-Intelligencer has a weekly trivia contest where people must go to the ads in the Fact Book to get the answers. In addition to distribution to subscribers, they make copies of the Fact Book available at the Chamber of Commerce, library, real estate offices and also in the lake areas. The monthly trivia winner gets a coupon for a free pizza and dessert from the local Domino's. Shared by Nina Cotton, The Paris Post-Intelligencer. Second-place winner, \$75 prize.

- Pet contest on Facebook. Get veterinary offices and boutiques with pampered pet gear to donate prizes. Run winners in a tab. The newspaper had a full-page obituary published for a popular, beloved pet. A crematory that can provide cremation for pets was an advertiser. The paper was able to execute the idea from idea to published tab in a month. Nina Cotton, The Paris Post-Intelligencer. Third-place winner, \$50 prize.
- Business Review—8 adver-

tisers for a month (4 issues). Full page designated with 2/3 of the page on the two spotlighted businesses and the lower 1/3 with the eight advertisers each with a business card-sized ad. Two advertisers featured with stories on the page so that all will be featured by the end of the campaign. Spotlight stories on the family behind the business. Shared by Kim Forbes, Gibson County Publishing, Milan.

- October is National Women's Small Business Month. Have eight advertisers on a page each week, tag their business on social media. Kim Forbes, Gibson County Publishing, Milan.

- Monthly email campaigns to quickly reach advertisers for special sections such as Veterans Day, 40 under 40, Graduation, etc.. Email a PDF or jpeg with a flyer about the campaign. Sarah Hennessy, Times-Georgian, Carrollton, Ga.

- When you secure a meeting with a potential advertiser, research ahead to find something good or positive about that person's personal life. It makes it easier to relate by making it personal in a positive way. Nea Lynn, The News-Democrat, Waverly.

- Graduation section glossy, full color on heavy stock. Keith

Ponder, The Tullahoma News. View the sample at: https://drive.google.com/drive/folders/13EUY9aQ0SvH_kCn2CFQ_IWfWXrgb2okc

- Friday night football tab. Can work with other papers to produce a regional nice project. Distribute to all schools with two copies per player on the team. Keith Ponder, The Tullahoma News. View the sample at: <https://circulation.lakewaypublishers.com/NCS/Publication/FridayNightFever/>

- Best of the Best, use online voting. A feature from TownNews was mentioned as an alternative to Second Street's platform. Todd Benz, AIM Media, Lima, Oh.

- Progress section. Get churches to run small signature ads with the date the church was established. Nina Cotton, The Paris Post-Intelligencer.

2022 Circulation Idea Exchange

- Golden Ticket. The Citizen Tribune worked with Dollywood to get 30 passes in exchange for some ads. They slide 2 actual golden tickets into random subscriber copies for distribution each week. The ticket is 8.5 x 11 on

gold colored paper. Don Lovelace, Lakeway Publishers, Morristown. First-place winner, \$100 prize.

- EZ Pay. Coupon for a buy-one, get-one-free meal at a popular local restaurant for a new subscriber, a subscriber that signs up for EZ Pay or someone who pays for a year in advance. The subscriber gets a letter from the paper with the coupon. The restaurant provides the coupon value and gets promoted on all of the in-house EZ Pay ads, the weekly tv guidebook, etc. The paper pulls the names of the new round of subscribers/EZ Pay converts every 4 to 6 weeks and prepares the letter with the coupon and mails it. Shared by Dale Long, The Greeneville Sun. Second-place winner, \$75 prize.

- Condolence packages. Place 10 papers in a ziplock bag with sponsor info. Sponsors are a nursing home, assisted living, and a tombstone retailer. The paper sends out 4 to 5 packages a day. Funeral homes give it to the families. If people don't have a service, they just request that the family pick it up at the newspaper office. Dale Long, The Greeneville Sun. Third-place winner, \$50 prize.

SOME OF THE OTHER FIRST-PLACE WINNERS IN THE 2022 TPA IDEAS CONTEST

SPRING SHOWERS of Savings
APR 30 - MAY 16

BACHMAN BERNARD
CHEVROLET • BUICK • GMC • CADILLAC

[View Offers](#)

Left, top: Best Automotive Ad, Daily 1, The Greenville Sun

the COURIER
Merry Christmas from the Courier

Weather: Monday 40-50, Tuesday 45-55, Wednesday 50-60, Thursday 55-65, Friday 60-70, Saturday 65-75, Sunday 70-80, Monday 75-85

Lifespan CALL TODAY 925-2300

Above: Best Social Media Self-Promotion, Non-Daily 1, The Courier, Savannah

Left: Best Use of Humor in Ad, Non-Daily 1, McNairy County News, Selmer

Right: Best Special Section, Non-Daily 2, Farragut Press

Below: Best Reader Contest, Non-Daily 1, The Courier, Savannah

the COURIER CONGRATULATES THE 2021 CASH COUNT WINNERS

Total Count 143

The Courier thanks everyone who entered and is glad that our readers had so much fun counting the wishbones. There were 246 entries from all over Hardin and adjoining counties. A total of 103 entries had the correct total of 143. From those correct entries the prize winners were drawn.

1st Place Winner Ronnie Brewington \$100
2nd Place Winner Lisa Ferrell \$75
3rd Place Winner Janice Bumphus \$50

HOME is where your PET
APRIL 15, 2021

Cars for doggone good fun!

THE FUTURE OF NEWS HAS ARRIVED IN GIG CITY

ONLY \$34 per month

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Left, top: Best Internet Subscription Promotion, Daily 2, Chattanooga Times Free Press

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HOOPS
2021-22 BASKETBALL PREVIEW

the COURIER NEWS
Wednesday, November 17, 2021

Above: Best Special Section, Non-Daily 1, The Courier News, Clinton

Wishing you a letter-perfect holiday!

MERRY CHRISTMAS & HAPPY NEW YEAR
20/21

VISION SOURCE
MICHELLE HARRISON, OD

HARRISON EYE CLINIC
3006 Dinkins Lane • Paris, TN
731-644-1222

Above, top: Best Special Section, Daily 1, The Greenville Sun
Above, bottom: Best Use of Single Color Ad, Daily 1, The Paris Post-Intelligencer

IDEAS from Page 11

- Football player of the week. Advertising secured a sponsor. Voting is strictly done on the website. The winner is announced only in the paper. Analytics skyrocketed. Increased single copy, increased social media. The community loves it. The sponsor is happy. The player for each week goes into a poll for player of the year. The newspaper is looking at doing it for basketball. Linda O'Neil, The Lancaster (S.C.) News.
- 12 days of Christmas. Go out and secure 12 \$50 gift cards to local businesses. The paper ran an ad each of the 12 days. The reader had to go through the paper each day and find the ad with the 12 days of Christmas logo to find out what the item of the day is. One day it might be a Starbucks gift

card, the next day it might be a nail salon, etc. They write it down on an entry form and when they get all 12 answers, they can submit the entry. Then you draw 12 winners from among the correct entries. The paper also expanded to a digital entry to allow readers to look at the e-edition to find the answers. You could also ask each business for two \$50 gift cards and have one grand prize of gift cards to all 12 businesses. Todd Benz, AIM Media, Lima, Ohio

- Send a postcard 35 to 42 days after a subscription stop. Offer is on a personalized URL unique to the customer. This paper works with Calusa Marketing to fulfill the gift cards. Gift card value is \$10 to \$15 for popular restaurants. The paper gets them at a small discount through Calusa Marketing. Matthew Wolfe, Adams Publish-

ing Group, Rogersville.

- Retention efforts. This daily paper hired a part-time person focusing on outbound calls to former customers for about 25 hours a week. This paper is saving about \$1,000 a month using in-house to regain subscribers versus kiosk sales. Scot Newcom, Six Rivers Media.
- A 6-day-a-week paper went to 3 days and switched from carrier to mail delivery and had a price increase all at the same time. They had dramatic cancellations. The paper did a win back campaign with a flyer offering 4 weeks free delivery if they checked boxes or gave comments on why they canceled. Of the 683 responses received, 389 restarted. Todd Benz, AIM Media.
- Call people while they are in the grace period. Don't let them fall off. Try to save it before you get a non-payment stop. Scot New-

com, Six Rivers Media, Kingsport.

- Build your marketing list with simple gift card giveaways. Gas card giveaway, enter to win. Name, address, email, phone number. Answer questions: Do you subscribe? Do you buy it? How do you get your news? Will you allow us to market to you? One month the card was for gas, one month groceries, one-month WalMart. Todd Benz, AIM Media
- Use your website to grow your digital subscriptions. Around holidays have flash sales. Just a pop-up box. Very limited 3 days or 4 days at the max. One month for 99 cents then regular price starting the following month. Todd Benz, AIM Media, Lima, Ohio
- This group took all their newspapers in their region (20) and offered a \$1,000 cash giveaway. Increased single copy. Ballots in

paper to increase single copy. Link on the front page of each website also. Facebook live video of the drawing of the winner. Ran it on the website. Ran it in print. Ran an ad with the winner. Linda O'Neil, The Lancaster (S.C.) News

- Newspaper and coffee. A regional chain of Quick Stop Markets is buying papers at a slight discount. Will give a paper to individuals who purchase a coffee or fountain drink. Matthew Wolfe, Adams Publishing Group, Rogersville.
- Fair special. 8 weeks, 7-day home delivery for \$20. It gained 7 new subscribers, but it was more important for some staff members to get out into the community. Chris Bell, AIM Media, Lima, Ohio
- Take Kid's page and subscription flyer to elementary school classes. Sarah Hennessey, Times-Georgian, Charleston, Ga.