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Fishman celebrated during roast by family and friends

GLENNA HOWINGTON
Citizen Tribune, Morristown
April 12, 2019

There are many words that could be used to describe R. Jack Fishman, and community notables took advantage of Thursday's roast (April 11) to share a few of those that could be revealed in a public setting.

Participants included former Hamblen County Mayor David Purkey, who served as master of ceremonies; Father Louis "Smokey" Oats, priest at All Saints' Episcopal Church from 1989 to 1999; Roland Zitt, retired president of MAHLE; Randy Corlew, executive engineer for the Morristown Industrial Development Board and James Craine, senior member at Craine, Thompson and Jones, who serves on a number of community boards with Fishman.

Oats caught Fishman's attention while being interviewed for his position at All Saints' — by raising a hand to silence Fishman and



Photo by Daniel Munson, Citizen Tribune, Morristown

R. Jack Fishman (front right), president, Lakeway Publishers, Morristown, was feted by family and friends during a roast on April 11. Also shown are (bottom row), Fishman's wife Nancy, and (top row, left to right), son Michael Fishman, grandkids Leabeth and Lucas, and son Jeff Fishman.

thereby immediately being confirmed by the search committee, he said.

"He was clearly not used to seeing the hand," Oats said.

Oats included the story of leading one of his first services at All Saints' during which a particularly festive song was played; and as the

procession headed toward the exit doors a procession that included Oats and Fishman — Oats' daughter, Jessica, then a second grader, began to dance on a pew. Oats, chagrined at the potential affront to his new congregation, attempted to shush her as they passed.

Fishman grabbed the new priest

by the robe, according to Oats' re-telling, and said, "If you could get all the blue hairs in here to do that, think what this place would be."

"His love, his absolute love for this region, is surpassed only by his love for Nancy and his family," Oats said. "He has worked tirelessly on behalf of our community; he knows what needs to be known and when it needs to be known and is always ready with the right answer, the right connections, the

See **FISHMAN** Page 6

HANDOFF TIME FOR 2019 STATE PRESS CONTEST SUBMISSIONS

Photo by Robyn Gentile/TPA



Earl Goodman (left), Senior Media Buyer for the Tennessee Press Service, accepts a package of 2019 TPA State Press Contest submissions from Alan Sloan (right), editor of the farragutpress, Farragut. Sloan represented one of three TPA member newspapers to hand deliver their State Press Contests entries to the TPA offices in Knoxville on the deadline day of Feb. 22, 2019. Winners (but not placements) will be notified by email on or before May 24.

2019 TPA Summer Convention Schedule, Chattanooga:

Thursday, July 18
Noon. State Press Contests Awards Luncheon
2:30 p.m. TPA Board of Directors & Concurrent Business Meeting
4:00 p.m. Newsroom Session
7:00 p.m. Reception and Installation of Chris Vass as TPA's president at the Tennessee Aquarium
10:00 p.m. Reception ends

Friday, July 19
8:00 a.m. Breakfast with Clay Bennett, editorial cartoonist
9:00 a.m. until Noon Advertising Sessions
Circulation Sessions
Newsroom Sessions
Noon. Ad/Circ Ideas Contest Awards Luncheon
1:30 p.m. TPS Stockholders Meeting
1:30 p.m. until 3:45 p.m. Advertising Sessions
Circulation Sessions
2:00 p.m. TPA Foundation Board of Trustees Meeting
5:00 p.m. Reception
6:00 p.m. Tennessee Newspaper Hall of Fame Induction Ceremony

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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; send a note to 118 East Kingwood Drive, Suite F16, Murfreesboro, TN 37130, or email editor@tnpress.com. The deadline for the July issue is Tuesday, June 4.

Growing national debt could affect First Amendment

Our country is in debt more than \$22 trillion and the annual deficit is going to be \$1 trillion more this fiscal year. In 1980, when Ronald Reagan became President, the complete national debt was nearing 1 trillion. Can we ever run an annual budget surplus again?? We did in the late 90's and in 2000 because the President and Congress worked together and made changes needed to accomplish the budget surplus. Will we ever be able to pay down the national debt? You would think we would need to in order to stay strong as a nation and lead the world in freedom and justice.

In 1976 Mao Zedong died and China was an agricultural country with minimal economic progress. Now, more than 43 years later, they are a powerful force in the world with a GDP almost equal to ours. What will it mean if China keeps advancing and economically growing and the United States becomes more debt-ridden and more isolated and withdrawn from the world? Is this the biggest problem the United States has and the world has, a



**YOUR
PRESIDING
REPORTER**
DOUG HORNE

more passive and subdued United States? We have carried the banner of freedom and democracy and law and order during the 20th century and will we continue this role in the 21st century? If not, who will?

Also we have been known for our freedoms: the First Amendment to the Constitution - freedom of speech, freedom of the press and freedom of religion. Billions of people in this world do not have these freedoms. We do, and this is the most important role and duty and responsibility we shoulder for the world. And our Tennessee newspapers uphold these freedoms in all 95 counties in this state; they stand up for openness and transparency in our state and national government and in the world. There is

no more grave responsibility for mankind. But can we continue to do our First Amendment duties if our national debt keeps soaring, and then our economy begins to struggle and recede?

Is this the most important question in our country, or is it the faith of the people and our leaders, the healthcare dilemma, the angry polarization of our political leaders and parties, the pro-life/pro-choice debate, the lack of objectivity and the agendas of the cable news channels, or something else?

That's why we select our leaders by listening to the candidates and voting our beliefs and conscience. Thank God we have that right, at least for now - we could lose that right and privilege if we don't exercise it.

Doug Horne

Doug Horne, owner of Republic Newspapers, Knoxville, is the President of the Tennessee Press Association for 2018-19.

3 inductees chosen for TN Newspaper HOF

ROBYN GENTILE Manager Member Services, TPA April 16, 2019

Three newspapermen have been selected for posthumous induction into the Tennessee Newspaper Hall of Fame.

John M. Jones, III was the publisher of The Greeneville Sun and expanded the company into a family-owned group of eight Tennessee newspapers. He is widely considered the unofficial father of the Tennessee Bureau of Investigation. Mr. Jones served as the president of TPA in 1962-63.

John L. Seigenthaler served as editor, publisher, chairman and CEO of The Tennessean. He was also the founding editorial director of USA Today. He was a mentor, civil rights advocate and a proponent of the First Amendment.

George T. Whitley was with The Covington Leader for nearly 57 years. He was named publisher in 1975 and served as that until retiring in 2003. He was a community leader, serving in various roles and also coached youth baseball. He was a leader in TPA as well and was one of only a few people to serve as presi-



Jones



Seigenthaler



Whitley

dent of the TPA, TPA Foundation and Tennessee Press Service.

The induction ceremony is being planned as a dinner on Friday, July 19, in Chattanooga, Tenn. It will be held in conjunction with the TPA Summer Convention at The Read House Hotel.

The Tennessee Newspaper Hall of Fame was established in 1966 as a joint project of the Tennessee Press Association and the University of Tennessee. The Hall of Fame honors those who have made outstanding contributions to Tennessee newspaper journalism or, through Ten-

nessee journalism, to newspaper journalism generally or who have made extraordinary contributions to their communities and regions or the state through newspaper journalism.

The program recognizes and memorializes "extraordinary and clearly outstanding" contributions to newspaper journalism and the newspaper industry. The program's criteria and procedures were established in 1966, based on policies set jointly by the Tennessee Press Association and the University of Tennessee Board of Trustees. The Hall of Fame is located on the third floor of the Communications Building at the University of Tennessee, Knoxville. Portraits of all Hall of Fame inductees are displayed there.

The TPA Foundation maintains a website about the Hall of Fame with photos and inductee biographies.

The inductions will bring the total number of inductees to 60. Watch The Tennessee Press and www.tnpress.com for details on how to register to attend the induction ceremony or contact TPA at (865) 584-5761, ext. 105.

Bill would permit school boards to sell surplus without notice

As I write this, Spring is well underway in Tennessee; the red buds are blooming, the dogwoods are just starting to make an appearance, and the 111th General Assembly is moving their bills through committees and to the floor. I think this session should wrap up around May 10, so we might be finished by the time you read this.

But for right now we are working hard on stopping a bill that would allow local school boards to sell surplus without properly notifying the local citizens of the sale through local public notice. I have reached out to more than 40 publishers on this bill, and while meeting with your local representatives I can once again attest that your input and phone calls make a great impact.

A lot of state legislation is generated on behalf of ONE Tennessean, local board, or business, who has been wronged or who want a specific change in our laws. One of our most important jobs is to work with legislators sponsoring those bills to craft legislation that protects those cit-



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

izens while ensuring open access to public records and government transparency. We have been able to work with sponsors of several bills to do that.

150th Anniversary

The Tennessee Press Association 150th Anniversary committee has now met a couple of times and plans are coming together on several projects.

One of the projects we envision is an Essay Series that will be shared with our papers throughout the anniversary year. We want to launch the series this summer and supply one essay each month to our members. Our goal with this series is to focus on how Tennessee newspapers have

impacted major events throughout the 150 years of the TPA.

Some essay topics we have are the involvement of the TPA in the creation/direction of the Tennessee Bureau of Investigation, our newspapers involvement in the suffrage movement in which Tennessee's approval of the 19th amendment made it legal across the United States for women to vote, and an essay on the role of the Fourth Estate. I have sent an email out to you asking for topic ideas and who would be the best authors for our essays.

Our goal is to not only be able to tell the story of TPA newspapers but also to tell, and retell, our citizens about the importance of newspapers in their communities and how they developed.

Davis departure

Early last year, I announced the addition of Shelley Davis as the Sales and Marketing Director for the Tennessee Press Service. For all of you who have met Shelley and have worked with her, you all

know that she has been relentless in telling the story of TPA and our members. With Shelley's help we have gotten in front of many new ad agencies, state agencies, statewide businesses, and even some national agencies. Shelley has made the decision to follow her dreams (and her daughter) to Florida. Please join me in thanking Shelley for all of her work, ideas, enthusiasm and energy she has given to our TPA/TPS team and all of our member papers.

One more thing to consider this month. There has been a lot of discussion lately about news providers and the difference between offering information versus offering affirmation. How do you address this in your news rooms? I would be very interested in your opinion on this, please call me or email me with your thoughts.

Thank you,
Carol

Carol Daniels is the executive director of the Tennessee Press Association.

Davis departs post as TPS sales and marketing director

MIKE TOWLE
Managing Editor, TPA
April 19, 2019

Shelley Davis, who in January 2018 assumed the role as Sales and Marketing Director for the Tennessee Press Service (TPS), has announced she is leaving TPS and moving to Florida. Davis' last day with TPS was April 19.

Davis came to work for TPS on Jan. 2, 2018 after spending 18 years with Gannett to include a long stint with The Tennessean, Nashville.

"Over the past 15 months Shelley has been sharing the TPA story and the story of our members relentlessly," said TPS Executive Vice President Carol Daniels, who is also executive director of the Tennessee Press Association (TPA). "Because of Shelley's strong sales leadership, TPA members have benefited by seeing new advertising in their papers, including gubernatorial advertising and the first ever statewide campaign sold.

"I will miss Shelley both on a professional and personal level. She was a great addition to our team

and will be missed. Shelley, from day one, has been persistent in sharing TPA members' stories. Her passion for local journalism is very apparent."

In moving to Florida, where her daughter is starting college, Davis will also be rejoining Gannett, which has hired her to be a senior sales recruiter.

"I am excited that I have the opportunity to remain in media and bring others into this profession that I have loved for so many years. It is a dream come true!" Davis said. "It is hard to leave TPA/TPS because I have had such a wonderful time working with this team and working for every publisher across the state.

"The power that this organization wields is impressive. Sometimes our members forget how powerful and important they are as a whole. I can tell you that in my many, many new business calls across the state, that once I explained what TPA/TPS was all about, it was very evident that business leaders, legislators and more took note. There is a ton of



Davis

opportunity for TPS to continue to reach out to business and share the power of the newspaper reader audience."

In leaving TPS and Tennessee, Davis identified two key

issues that TPA members need to be focusing on in the coming months and years: 1. selling the audience in terms of focusing on the essentials of who our audience is and how it is different, and 2. the impact that content has on the community and how that impact needs to be communicated consistently, loudly and frequently.

"Readers need to be reminded of what we bring to the table, how we have shaped a situation or community, and that sometimes they are consuming our content without realizing it," Davis said. "Since we don't always get as much credit as we should get for the content we produce, we need to cleverly and humbly remind readers.

"This goes for the TPS sales team and for our member sales teams across the state."

Before coming to TPS last year, Davis worked for five different newspaper groups spread over 30 years, including her first stint with Gannett. During that time, she held various sales management positions over several segments including retail, real estate, employment, automotive and more.

"Bottom line, I love advertising and marketing. It is one of the most creative jobs because you have to be able to think on your feet," she said. "Not only to come up with creative ideas for a client but you must be able to find creative paths to get in the door, creative ways to close the business and more.

Daniels says a search is underway for Davis' replacement at TPS.

"We are looking for another dynamic sales leader to join TPS and be an advocate for our members," Daniels said. "We still have a lot of business to touch, and I don't want to lose the momentum that we have created."

FOR YOUR CALENDAR

MAY

13-17: International News Media Association (INMA), World Congress of News Media, The TimesCenter, New York, N.Y.
24: State Press Contests Winner Notifications sent via email

JUNE

13-16: 2019 Investigative Reporters & Editors (IRE) Conference, Marriott Marquis Houston, Houston, Texas
19-23: 2019 International Society of Weekly Newspaper Editors Conference, Emory University, Atlanta, Ga.
23-25: 2019 American Jewish Press Association (AJPA) Annual Conference, St. Louis, Mo.
27-29: National Federation of Press Women Annual Convention, Baton Rouge Capitol Center, Baton Rouge, La.

JULY

18-19: Tennessee Press Association Summer Convention, The Read House Hotel, Chattanooga
19: TPA Advertising/Circulation Conference, Chattanooga
19: TN Newspaper Hall of Fame Induction, Chattanooga

SEPTEMBER

9-10: ASNE-APME News Leadership Conference, New Orleans Marriott, New Orleans, La.

OCTOBER

3-5: 2019 National Newspaper Association's 133rd Annual Convention and Trade Show. The Pfister Hotel, Milwaukee, Wis.

6-8: Southern Newspaper Publishers Association (SNPA) - Inland Annual Meeting, J.W. Marriott Chicago, Chicago., Ill.

NOVEMBER

Oct. 31 - Nov. 3: College Media Association Fall National College Media Convention 2019, in conjunction with Associated Collegiate Press, Grand Hyatt Washington, Washington, D.C.

Do you have a sales prevention department?

Every business has procedures in need of tweaking. Do any of those procedures at your newspaper involve the advertising department? It might be a good idea to take a look.

I remember a Monday night long ago when my cable TV stopped working. I called the customer service line and went through the frustrating process of getting a real person on the line. That person was nice, but said they couldn't do anything about my cable until Thursday. Between Monday and Thursday, I received at least six automated messages to remind me of the appointment.

On Thursday, I made plans to be home to meet the service tech. When he arrived, he quickly determined that the cable box needed



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JOHN FOUST

to be replaced. He retrieved a new box from his truck and installed it in a couple of minutes. Then the real trouble started. He couldn't activate the box until he received authorization from the cable company. As he explained it, the box which he had just connected to the TV had to be transferred in their records from the company's inventory to his truck's inventory to my TV. He submitted that request, but they couldn't make the switch right

away because he had to wait his turn.

He was a nice fellow. As we sat in the kitchen and waited, he talked about his work, his family and his children's interests. Along the way, he mentioned that he liked his job, but that he spent most of his time waiting for the home office to authorize the equipment he installed.

After an hour of waiting, I tried to help by placing a call to customer service. When I eventually got someone on the line, I explained the problem and handed the phone to the technician. The customer service rep said she would look into the problem. But after more waiting, the tech decided to call another technician to see if he had a cable box that had already gone

through an inventory switch. The new tech showed up a little later, and luckily that box worked.

The end result was that he was there for three hours to do twenty minutes of work, he was over an hour late for his next appointment, and - worst of all - he said it was an ordinary day.

The story doesn't end there. About an hour after the technician left, I received another automated phone call to remind me of the appointment.

Everyone I encountered was genuinely concerned about my problem, but they were limited by a faulty internal system.

I'm reporting this experience in excruciating detail to illustrate the negative chain of events that can result from a flawed process. I've

run across some newspapers with similar system defects. In fact, I once heard of an office that had such a stringent credit process that people referred to it as the "sales prevention department."

The challenge is to find problems and fix them. If you do that, you'll become a customer service hero.

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Grainger Today's Wolfe wins TPA's 2018 Public Notice Journalism Contest

STAFF REPORTS
Tennessee Press Association
April 15, 2019

Tracey Wolfe, editor of Grainger Today, has won the Tennessee Press Association's 2018 Public Notice Journalism Contest.

The contest recognizes journalists that use public notice, or the lack of required public notice, to raise awareness of its importance.



Wolfe

and why readers

The judge wrote, "Grainger Today and Editor Tracey Wolfe provide a textbook example of how public notices should be used on the news side of newspapers and why readers should appreciate them."

The newspaper published a routine paid notice about plans by a business to get a state permit for a rock quarry. Wolfe wrote the news story for the top of Grainger Today's Page 1 on Dec. 5, 2018.

That led to a Dec. 12 story about the Grainger County Commission public hearing, where residents complained about the threat to their drinking water

quality and area lakes and the ultimate compliment by a citizen: "We heard about the quarry... it was in the paper," one resident testified. "We've scrambled around ... we want to know what it really means to us."

All three pieces urged concerned readers to send their comments to the Tennessee Department of Environment and Conservation.

Wolfe's entry has been advanced to the national contest, which is administered by the Public Notice Resource Center.

Her TPA plaque and prize of \$200 will be presented on July 18 as part of the TPA State Press Contests Awards luncheon in Chattanooga.

This competition marked the fourth year of the TPA Public Notice Journalism Contest.

INDUSTRY NEWS

MVP buys American Hometown newspapers, including Leader

Magic Valley Publishing of Camden has purchased the Tennessee newspapers owned by American Hometown Publishing, including The Leader, Covington, effective April 1.

The only changes for The Leader will come in its leadership.

Brian Blackley, who previously served as publisher for eight years, will return as publisher of The Leader while assuming other duties with Magic Valley.

After leaving Covington in 2017, Blackley spent almost two years with Lakeway Publishers as group manager of their Middle Tennessee group of six newspa-

pers.

"Being able to come back and join the team at The Leader is exciting to me," Blackley said.



Blackley

my for news and editorial content for community newspapers.

Magic Valley Publishing publications include nine Tennessee-based paid subscription and three free publications The Shopper News based in Jackson,

the Shopper's Guide in Waverly and Family Classifieds based in Camden.

The Leader, Covington
April 1, 2019

The Advocate & Democrat announces changes

Effective May 1, 2019, The Advocate & Democrat, Sweetwater, will no longer be printing and distributing a Sunday (Weekend) Edition, instead only printing a paper on Wednesdays. The final Sunday Edition was to be April 28. That means The Advocate & Democrat will only be publishing a printed product on Wednesdays. However, there will be stories online that will be unique other days of the week, giving subscribers the

most timely news. The Wednesday (Mid-Week) Edition of the printed paper will be larger than the former Wednesday editions, incorporating some of the content from the former Sunday editions.

The Advocate & Democrat,
Sweetwater
April 14, 2019

Naming bridge after Stone awaits Trump's signature

Legislation to name a bridge critical to the completion of the Missing Link on the Foothills Parkway after Dean Stone, late editor of The Daily Times, as of March was on the way to President Trump's desk for his signa-

ture.

U.S. Sens. Lamar Alexander, R-Tenn., and Marsha Blackburn, R-Tenn., introduced the legislation on Jan. 16.

The bill, which was included

See **NEWS** Page 5

EMPLOYMENT OPPORTUNITIES

Reporter
News-Herald, Lenoir City

Visit www.tnpress.com to post your newspaper's job openings.

Less may be more, but shorter is even better

So . . . how does design affect readability? And how does writing affect design?

Take a look at the two stories in the illustration with this column. Which do you think will be read by more readers?

Well, the one on the right, of course!

The short paragraphs make that story more appealing because readers understand a simple truth about writing: Shorter is better.

Those same readers will see the story on the left as daunting. One glance and they'll think they don't have the time (or, perhaps, the attention span) to read that story. It just looks too long.

On the right, they're given the story in bite-size pieces. On the left, the chunks are just too much to swallow. A reader could choke on the second paragraph . . . but there's little worry about that



By DESIGN

ED HENNINGER

because the odds are the reader won't get past the first paragraph.

In fact, given the look (design!) of the story, most readers won't even begin to read it!

The same is true of story length. Give readers a long story and you lose some of them the moment they look at it — no matter how excellent the writing.

Readers tell us they'll give us about 12-to-15 inches for any story. After that, they quit. And, if we give them that long story without any visuals — even just

a pullout or infobox — they'll just leave more quickly.

Short paragraphs, using short words, in short stories.

Hmmm . . . what's the recurring word here?

Gettysburg, 1863. The orator before President Abraham Lincoln spoke for two hours. Lincoln spoke for two minutes. Lincoln's address will live forever as one of the greatest examples of clarity and brevity.

Do you know the name of the orator who went on for two hours?

I didn't think so.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Want a free evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com or 803-325-5252

Same story: Which will be read by more readers?

[The illustration shows a dense, long paragraph of text, which is the Gettysburg Address. The text is small and packed together, making it difficult to read.]

Same story: Which will be read by more readers?

[The illustration shows the same Gettysburg Address text, but broken into short paragraphs with clear spacing and larger font. This version is visually appealing and easier to read.]

TRACKS

Cheek promoted to general manager

For 42 years, Pat Cheek has dedicated herself to serving the community of Middlesboro. Starting out as an assistant bookkeeper, Cheek's work ethic afforded her many opportunities for advancement from within the company. Now serving as the General Manager for the Claiborne Progress, Middlesboro Daily News and Harlan Enterprise, she oversees the inner workings of all three publications.

"I can't imagine myself doing anything else," said Cheek. "I've been doing it so long now, I don't think I could ever imagine myself



Cheek

doing anything else."

Cheek's interest in news started when she was just in high school.

"I was on the school newspaper in high school and really enjoyed it," said Cheek. "When I got out of high school, that was the first place I applied. I had applied in June of that year, and a position came open somewhere around July for the bookkeeper's assistant position. As soon as I saw it in the newspaper, I applied."

There's no question that Cheek

takes pride in her work and in the community.

"I love what I do," said Cheek. "I love being a part of the paper and more importantly, the community. We have a ton of amazing folks around here. The area we live in is absolutely gorgeous and so full of history, I'm blessed."

"Every day that we print a paper, we print history. Being able to be a part of that and serve such wonderful people from such a wonderful community means everything to me."

Encapsulating what it means to be a leader, Cheek led all three publications through a recent transitional period and will continue to oversee all three publications as

the general manager.

*Claiborne Progress
March 19, 2019*

Womble promoted to T-G ad director

Diandra Womble has been named advertising director of the Shelbyville Times-Gazette and the Marshall County Tribune, announced Shelia Rouse, a regional publisher and advertising team leader for Rust Communications.



Womble

"Diandra has been an integral part of the Times-Gazette, as well as the community, for several years," said Rouse, "and we are very excited to now have her on our management team. She has shown outstanding customer service skills as well as leadership abilities."

See **TRACKS** Page 8

NEWS from Page 4

in the Natural Resources Management Act, passed the Senate on Feb. 12 by a vote of 92-8. The House of Representatives then passed the legislation by a vote of 363 to 62.

Stone advocated for completion of the parkway in Great Smoky Mountains National Park for decades.

*Submitted
March 1, 2019*

TPA Press Contests winners to be announced

Winners of the 2019 UT-TPA Tennessee State Press Contests will be notified by email on or before May 24. Winners will be notified of an award, but not the placement.

Awards will be presented at a luncheon on Thursday, July 18 at The Read House Hotel in Chattanooga, Tennessee.

Entrants may direct questions

to Robyn Gentile, TPA member services manager, at rgentile@tnpress.com.

*Staff reports
April 15, 2019*

Ideas Contest divisions changed for dailies

The TPA Advertising & Circulation Committees voted last week to change the Ideas Contest divisions for daily newspapers from three divisions to two divisions. The

new divisions are: Division One: dailies under 15,000 paid circulation and Division Two: dailies with 15,000 paid circulation and above.

Declining circulation meant there was no longer competition in the former Division Three. The changes went into effect immediately for the 2019 competition, with award winners to be announced on July 19 in Chattanooga.

*Staff reports
April 9, 2019*

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for TPA
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Fishman also recognized for role in Morristown economic development

CLIFF HIGHTOWER
Citizen Tribune, Morristown
April 12, 2019

The 2019 Workforce Development Appreciation Dinner, held at The Country Club Thursday night (April 11), proved highly successful in two areas: raising seed money for a newly-formed post-secondary foundation and “toasting” an iconic Morristown figure.

Jerry Young, president of Tennessee College of Applied Technology-Morristown, announced to the packed crowd at the fundraiser that more than \$34,500 had been raised to help start a TCAT-Morristown Foundation.

That seed money will help those who may not be able to get scholarship money or not have enough money to be able to pay for extras needed within the classroom setting, he said.

“We want to reach those who

fall through the cracks,” Young said.

But, the biggest highlight of the night was the “toasting” of R. Jack Fishman, president of Lakeway Publishers Inc. and chairman of the Morristown Industrial Development Board.

Young said at the start of the event there was no doubt who would be the first honoree at the first annual fundraising dinner for the new foundation.

Young said as someone who has been in Morristown only two years, he has already seen the impact that Fishman has had on the community.

“He was on my interview committee, so I knew he had good judgment,” Young joked.

Fishman has long served within Morristown and Tennessee, starting the newspaper in 1966 and also serving on several

post-secondary education boards, including Walters State Community College, East Tennessee State University, Middle Tennessee State University and the Tennessee Board of Regents.

He helped bring Walters State to Morristown and as a leader of the industrial board helped bring most of the industries in Morristown to the community.

For almost two hours, friends and family spoke lovingly of Fishman, told stories and prodded him with barbs.

But Fishman, speaking at the end, remained humble and told those in the audience that he was not the one who did the work. It was everyone around him.

“It’s not me,” he said. “It’s you you’re honoring. You’re honoring yourselves... What you’ve done for your community.”

Fishman was raised in Jackson,

Tennessee, and came to Morristown first in 1959 as manager of the Morristown Chamber of Commerce. In 1965, he moved to Nashville to take over executive director of the Middle Tennessee Industrial Development Association in Nashville.

But, he started hearing from merchants in Morristown to come start a local newspaper.

So, he did. In September 1966, the Citizen Tribune was born.

Friends and relatives “toasted” Fishman Thursday night with a surprise appearance by his grandson, Lucas Fishman, who spoke about his “papaw.”

Former County Mayor and Tennessee Department of Safety and Homeland Security Commissioner David Purkey was the master of ceremonies for the event, while Fishman’s former priest, Father Louis “Smokey” Oats, and other

longtime friends, Roland Zitt, Randy Corlew and James Craine also spoke.

After they “toasted” Fishman, he said “some of the things were true,” which drew laughter.

He told the crowd that what really matters is leaving the world better for their children. He said what really matters is people, not him.

He also issued a challenge for those in the audience concerning TCAT-Morristown.

“I want you to accept the challenge tonight to make this TCAT the best TCAT in Tennessee,” he said.

Fishman said since he’s been in Morristown it has been blessed with good government and good people and that’s why the town has been successful.

“You’re the ones who need to be thanked for what you’ve done,” he said. “Not me.”

FISHMAN from Page 1

right solution ... He has led the charge, over and over, to make this place, in which we live and move and have our being, what it is: by being a driving force in our state and in our nation; and what it is becoming: better educated, more prosperous, better connected and more diverse.”

Oats said Fishman epitomizes a statement by Booker T. Washington: “There is no power on earth that can neutralize the influence of a high, pure, simple and useful life.”

One speaker not on the official roster was Fishman’s grandson, Lucas.

Lucas revealed that Fishman, whom he refers to as papaw, does indeed change out of his business suit at home, only to “lounging around” in casual business attire. The lounging around typically includes reading emails on his laptop, Lucas said.

One of Lucas’ favorite stories came from his teenage lawn-mowing days, when Jack drove him, along with a trailer and lawnmower, to the Tribune offices where Lucas admitted “there wasn’t a lot of grass.” During the return trip, Jack and the company vehicle he was driving became mired in the Fishman’s back yard and demonstrated Jack’s never-give-up mindset.



Mike Towle, TPA archive photo

R. Jack Fishman, Lakeway Publishers, Morristown, pictured here making comments during the TPA Board meeting as part of the 2016 TPA Winter Convention in Nashville.

Lucas and his business partner, Jonathan Shockley, escaped into the house, where they could laugh out loud and watch papaw “spin tires, make ruts in the yard and get mud everywhere.”

Zitt thanked Lucas for revealing “the person we know is in there, but we really don’t see.” He also claimed that Jack spent more time at his MAHLE retirement party talking about Kenny than the honoree.

“Instead of praising all the

wonderful work I’ve done for this community, he couldn’t stop talking about my wonderful wife,” Zitt said.

“We know him, behind his back, as a bulldozer, gruff, not taking no for answer,” Zitt said, adding that Jack always started conversations with the words “I need you to ...”

Zitt described Jack’s wife, Nancy as beautiful, sensitive, graceful and charming —

“She makes it so much easier to accept Fishman,” he said.

His first encounter with Jack was during a surprise visit in 1976 to the top brass at MAHLE’s corporate headquarters in Germany, accompanied by former Gov. Ray Blanton, former Morristown Mayor John Johnson, and First Tennessee Bank President, the late Dwight Nelson.

“He convinced them that while Morristown had nothing to offer in tax incentives, it had a lot to offer

as a community for industry,” Zitt.

Zitt said the average of 1,100 employees at MAHLE over the past 42 years translates to \$2.5 billion in payroll contributions.

“If you combine that with all the industry represented, or that should be represented here tonight, pretty much everybody here has a job because of Fishman. Every manufacturing job triggers nine associated jobs in the community. If you do the math, without Jack Fishman, we wouldn’t be here,” he said.

In a dramatic moment during the roast, Purkey submitted to the audience an incident that he said is disputed to this day.

Purkey bolstered a longtime claim that he saved Nancy Fishman’s life during a taxi ride in London, by opening his arms to her as she was thrown out of the seat opposite his when the driver suddenly hit the brakes. Jack took umbrage with the claim and has insisted in the years since that his wife’s life was never in danger.

“This is a point of great controversy that still exists between Jack Fishman and myself,” Purkey said.

Corlew told a number of stories about industrial recruitment, including the fact that Jack could accurately predict the weather on any given day.

One particular company representative enjoyed getting under

Jack’s skin, as Corlew described it, and insisted on touring some unusual spots in Hamblen County during a visit: the city’s wastewater plant, Morristown Housing Authority units and all of the existing landfills.

“Do you know where the hell these things are?” Corlew quoted Jack as saying, since they were not part of standard tour plan for the Morristown Area Chamber of Commerce.

Craine ended the succession of roasters, describing his 30-plus years of work with Lakeway Publishers that began immediately after his graduation from UT in three, concise words: “It’s been hell,” he said. He described typical vacations as being interrupted by Jack via hotel staff, long before cell phones came on the scene.

Craine said the self-appointed “aviator” term carried by Jack was revealed to him on the first flight on the Tribune corporate plane, dubbed “Air Fishman” and piloted by Captain Billy Chandler. Craine added that Jack does not have actual flight credentials.

Craine questioned the fact that there was just one pilot on board, to which Jack replied, “Don’t worry. I’ve watched him a thousand times. I can put it on the ground, I’m sure.”

“In all seriousness, I love you. And thank you,” Craine said.

Banner's Bowers honored with Seigenthaler media award

COLBY DENTON
Cleveland Daily Banner
March 14, 2019

A Cleveland Daily Banner reporter, Larry Bowers, was honored in Nashville on March 13, receiving the John Seigenthaler Making Kids Count Media Award for his 60 years of newspaper work that have helped children and brought awareness to children's issues over the years.

Richard Kennedy, executive director of the Tennessee Commission on Children and Youth, explained that his organization's mission is to improve the quality of life for Tennessee's children and families. One avenue for that improvement is public awareness, which is exactly what Bowers has raised throughout his tenure in journalism.

"We made the decision that we wanted to start recognizing reporters who do a great job raising awareness about children's issues or how policies have intended or unintended consequences for children across the state," Kennedy said.

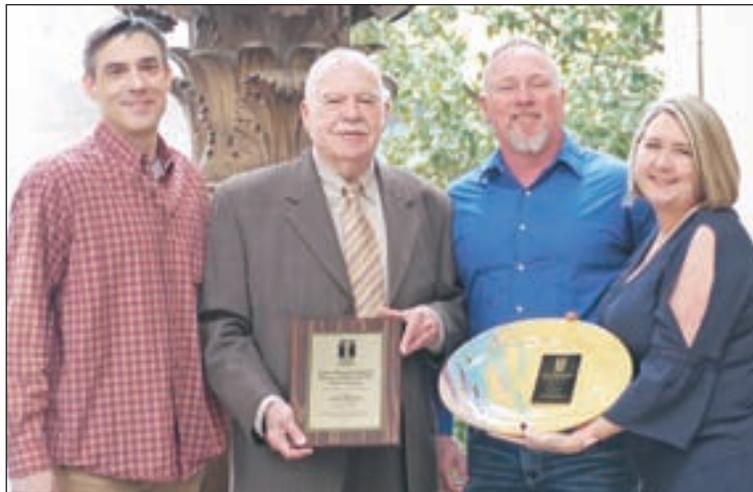
At 78, Bowers is a veteran of the newsroom with a plethora of stories to tell. In his career, he's worked at more than 20 different newspapers covering five states.

Native of Maryville

He initially grew up in Maryville. After graduating from Maryville High School, he attended East Tennessee State University for two years, where he earned his degree and went to work in Rich's Department Store in Knoxville. He didn't stay there long, however, as he soon quit and went to work for a regional newspaper, the Maryville Alcoa Daily Times.

Starting as a freelance artist, Bowers drew artwork for newspaper advertising for a short while before being moved to the darkroom, where he developed film and burned plates. He remained there until an opening came up in the newsroom for an entry-level reporter.

"I really kind of stretched the truth to become that reporter," Bowers laughed. "They asked me if I could type — and I could type about 30 words per minute — and I figured that'd be enough, and it wound up working out. I did sto-



Rodger Jowers, submitted photo

Longtime newspaper reporter and editor Larry Bowers poses with his family as he proudly displays the John Seigenthaler Making Kids Count Media Award he was presented March 13. From left are Russell Bowers, son; Bowers; Robby Bowers, son; and April Bowers, daughter-in-law.

ries on marriages, births, deaths, misdemeanors and everything else. I also did the obituaries, which is what I do now at the Banner, so I've come full circle."

He worked in this role for a short while before he began covering meetings such as school boards and city councils before covering sports. He became a sports writer at the Maryville paper before taking a job in Kingsport as assistant sports editor. He stayed there for a while, before returning to the Maryville paper as sports editor, where he remained for several years before joining the team at the Knoxville News Sentinel. Shortly after, in 1978, he took a job with two different papers with differing print dates, the Gatlinburg Mountain Press and Sevierville News Record. These two papers would eventually combine into the Mountain Press known today.

Next stop: Del Rio, Texas

Bowers' next stop was Del Rio, Texas, where he covered various topics related to the Hispanic community, which he describes as interesting. Shortly afterward, he and his wife got divorced and Bowers moved back to Maryville, where he worked various troubleshooting jobs before going to the Chattanooga Times for around 10 years, working the metro desk and serving as sports director. He then went to Farragut from there and

worked for former state Democratic Chairman Doug Horne, who owned Republic Newspapers. He left the Farragut paper to go to King's Mountain, N.C., to work for a group of Republic Newspapers publications, as general manager, a role he says he didn't enjoy like he did being a reporter or editor.

From King's Mountain, Bowers went to work as an editor in Morristown. When his father passed away in 1995, he received a call from an old friend, who was now a publisher in Key West, Fla., who needed an editor. While Bowers was in Key West, his friend opened two other weekly papers in the Key West area. Bowers remained at the Thomson newspaper for another year before joining his friend at the two weekly papers.

At one point he also moved to Wynn, Ark., but returned to East Tennessee shortly afterward.

After his mother passed away, Bowers returned to Maryville from Key West, where he sold cars until he got a phone call from Pledger "Goldie" Wattenbarger, publisher of the Cleveland Daily Banner, who needed an editor.

Since arriving at the Banner in October 1997, Bowers has remained there for his longest tenure at any one newspaper.

Former basketball teammate of Lamar Alexander's

One of Bowers' claims to fame is playing basketball with current U.S. Sen. Lamar Alexander, R-Tennessee, who served as Bowers' backup during high school. He also met President Jimmy Carter while he was editor of the Gatlinburg Mountain Press, after he'd been invited with numerous other editors to a conference in Washington, D.C.

The Seigenthaler award, in an effort to distinguish itself from others, is created by a local potter in Sparta, Tenn., and is crafted in the shape of a large pottery platter with a brass embossed plaque on the front. The Tennessee Commission on Children and Youth also gifted a commemorative plaque to the Cleveland Daily Banner for supporting the various stories relating to children throughout the years.

"I've enjoyed the time I've spent covering issues relating to children, but I've always been competitive, and to be in journalism you have to be. You want to write the best stories, and get scoops and

craft interesting articles," Bowers said. "I've always been a happy writer. I've never bashed people."

The most recent recipient of the Seigenthaler Award was none other than Dolly Parton, who won for all of her work through her Imagination Library, her Christmas TV show and assisting high school students in Sevier County.

The award was one of two awards being distributed in Nashville as part of the Tennessee Commission's Children's Advocacy Days, which includes speakers with national, state and grassroots perspectives on a variety of child- and family-focused topics.

"They're recognizing me for not dying, I guess," Bowers joked. "But seriously, I have a lot of co-workers I've leaned on and learned from throughout the years, and many of them have now gone on to the great press room in the sky. I get that the Tennessee Commission on Children and Youth wants to say, 'Hey, you've survived through this major period in print newspapers,' and we appreciate the recognition."

Ad/Circ Conference features generational strategy expert

TPA's Advertising/Circulation Conference will feature Chuck Underwood, a generational expert, on Friday, July 19 in Chattanooga.

"You don't want to miss Chuck Underwood at the TPA Summer Convention this year," said Carol Daniels, TPA executive director. "Last summer, I was able to attend a presentation by Mr. Underwood. I wasn't really sure what to expect when I walked into the presentation, but I walked out with so many 'ah ha' moments and ideas for how to reach target markets that it was incredible."

The field of generational study first emerged about twenty years ago, when a half-dozen pioneers—including Chuck Underwood—pushed it into daylight after decades of research.

When it hit, it hit "big" and instantly proved its importance to all of American business, government, education, religion, and virtually every other segment of American life.

In this session, Underwood will introduce participants to the list



Underwood

of generational strategies that newspapers can and must use for ad sales, advertising creative, circulation, editorial and more.

Underwood advocates that when used fully and accurately, generational strategy is a force that is big enough to "move the needle" in the right direction for newspaper revenues, readership, advertiser return on investment and editorial relevance to audiences.

Underwood is the founder and principal of Ohio-based The Generational Imperative, Inc., a generational business consultancy. He trains American businesses, governments, educational and religious groups, and all other sectors in a full list of generational strategies.

Underwood spent his earlier career in the mass media of radio and television, first as a broadcast journalist and then as a creator and producer of original programming.

Deadline? What deadline? My story is already filed!

Doesn't every journalist want to wrap up the workday and be home with their kids or their dog or their houseplants (or like this writer, be at the golf course or the tavern or out on a hike) by 5:30 p.m. like most normal office jockeys?

And yet, whether it's a daily grind story or a weekender that needs finishing, many newsies find themselves sweating it out on deadline as an anxious editor nips at their heels.

As an editor, I would grow impatient immediately upon wrapping the afternoon news meeting to get the stories edited and filed to the copy desk. To motivate the laggards, I had this technique of standing directly behind them while holding my arm pointed to the ceiling and moving it back and forth like a metronome while making an audible "tick-tock" sound. I found it hilarious and effective, and I always assumed that the writers did, too (OK, in reality I know they hated it, but the discomfort was a crucial element of the technique!).

So, from here on out, in all cases



BETTER WRITING WITH BART

BART PFANKUCH

except bona fide breaking news scenarios, let's all get out of the office earlier. Here are some tips gained from years of seeing a life beyond work.

- Talk to your editor more. Have a quick pre-reporting chat, then a midday update and finally a pre-writing confab to make sure you're on the same page and both know what to expect. These chats can be one minute or less.
- Write throughout the day. Ever notice how fast and easy it is to write an adder for another reporter? You quickly pick your best stuff, grind it out and shoot it over. So, why not do this with your own material? Write as you report. Keep

your notes in story form as much as possible to really speed things along. Write in chunks and link them with transitions later.

- Think lead and form all day long. Great leads, transitions, nut graphs and kickers take time, so it helps save time if you think about how a story will come together before, during and after the reporting. If a good idea comes to you, scribble it down immediately.
- Write a nut graph first. If you know the nut graph going in, writing the rest comes easy. And don't forget: your nut graph can always become a hard-news lead if you can't craft a meaningful narrative or anecdote.
- Report to write. While reporting, always think about what the story needs and how it might take shape. If you're always on the hunt for a lead, a nut, details, anecdotes, examples, data and an ending, those elements will be present in your head when you sit down to write.
- Work quickly, but don't rush. Make a reporting plan and source

list at the start. Discuss angles with your editor or colleagues. Get going on art or graphics right away. Then, when you do interviews (the most important part of reporting), you'll have banked more time to go deeper.

- Take what you need and leave the rest. Survey reporting, or talking to many people with nearly the same viewpoint or background, can be critical to project reporting but is rarely necessary in daily reporting. Seek out the best possible sources and be patient with them.
- Send a lead and nut note to your editor. To avoid uncomfortable disputes, which the editor will invariably win, send an instant message with, "Here's what I'm thinking on this story, what do you think?" and attach the top and nut. This prevents wasted time and heartaches.
- Draft an outline. This technique sounds quaint, but creating a written plan for your story can dramatically speed up the writing process and also ensure you don't leave anything important out.

• Work harder, faster and smarter. Watch to see who leaves work on time and who ends up staying late, then emulate those who get to it and get out. Arrive early, be on task and hustle.

- Keep the gabbing to a minimum. Stay clear of newsroom gossips, gabbers or gripers. A quick chat or joke is fine, but the time you waste talking to a gabber, or, worse yet, listening to them, will only lengthen your day and reduce your productivity. Whether you realize it or not, those people will bring you down.
- Avoid perfectionism. Don't struggle over a single word, sentence or paragraph. Let the copy flow, get it all down, and then go back and revise. Also, don't get too married to a lead or story format; you can always try a new technique tomorrow.

Bart Pfankuch is an investigative reporter for South Dakota News Watch, online at sdnewswatch.org. Write to him at bart.pfankuch@sdnewswatch.org.

TRACKS from Page 5

Womble joined the Times-Gazette in 2014 as an advertising assistant and was later promoted to an advertising executive position. She is a Shelbyville native, a 2008 graduate of Shelbyville Central High School and a 2012 graduate of Cumberland University in Lebanon, where she majored in sports medicine and athletic training.

"I am very excited to have been given the opportunity to assume the responsibility of advertising director," said Womble. "I look forward to broadening my career all while continuing to meet the advertising and marketing needs of my clients and those within the community. Together as a team I look forward to the growth that is to come."

*Shelbyville Times-Gazette
April 11, 2019*

Cloud named regional editor over 3 papers

There is a familiar face behind the editor's desk of three local newspapers. Anthony Cloud has been named the regional editor for the Claiborne Progress, Mid-

desboro Daily News and Harlan Enterprise. He assumed his role immediately after being officially named to the position on March 15.

Cloud now leads a total of eight writers/editors combined from each publication. His duties include providing leadership for each newsroom while also providing content on a weekly basis.

"I am excited to have the opportunity to lead our excellent editorial staff in each of our three markets," said Cloud. "We have a great group of writers that always work hard. With the resources we have, there is a great opportunity to provide content that the customer wants to read. Community newspapers still have a very important role in our area."

A native of Tazewell, Tenn., Cloud has been working in the newspaper industry since he graduated from Maryville College in 2011. Following an internship at the Blount Today in Maryville,

he started working for the Daily News in August 2011 as a general news writer. After spending four years covering police, local government and court news, he was promoted to sports editor in 2015.

Cloud spent three years covering area sports, winning two awards from the Kentucky Press Association — Best Sports Feature in 2014 and Best Sports Story in 2017.

"Covering sports was always my goal when I graduated from college. It was that need to stay close to the game that made me get into journalism in the first place," said Cloud. "But, when the opportunity presented itself, I felt the need to take my professional career one step farther."

In June 2018, Cloud was named the interim managing editor for all three papers. He remained in the position for three months before deciding to take a different career path — a life in broadcast media. In September, Cloud accepted a job as head news writer at Sigmon Communications through Lincoln Memorial University.

"Broadcast journalism was something I was always interested in but never got the opportunity to

try. When LMU called, I decided to take the opportunity," said Cloud. "It was one of the hardest decisions I ever made because print journalism is what helped me build my career."

Cloud spent three months at Sigmon before the news of its closure was announced in December. In January, he found himself back at the Daily News in a utility role while the paper was going through a transitional period. He was named regional editor just two months later.

*Claiborne Progress
March 19, 2019*

Stevens named chamber's director of tourism development

Mark A. Stevens, a Tennessee native who has called the Litchfield community of Pawleys Island home since 2014, was set to assume his new duties as director of tourism development for the Georgetown County (S.C.) Chamber of Commerce on April 8.

For much of his career, Stevens worked as a newspaper executive, serving as editor and publisher

of newspapers in South Carolina, Tennessee and Louisiana. While in Tennessee he was publisher of The Erwin Record for 13 years and the Elizabethton Star for two years until he moved to South Carolina. At the Record and Star, Stevens' newspapers won the Tennessee



Stevens

Press Association's Sweepstakes/General Excellence awards a total of 11 times.

Stevens has also served on the board of directors for the Northeast Tennessee Tourism Association and on the advisory board for Lamar Alexander Rocky Fork State Park, a 2,000-acre scenic wilderness area near Flag Pond, Tennessee.

During his career, he has won a number of awards for tourism promotion and history preservation.

*Submitted
April 3, 2019*

Send your news and tracks to editor@tnpress.com and gentile@tnpress.com

A Trusting News analysis: What news consumers say they trust

Fundamentally, news consumers trust journalism that they find to be balanced, in-depth, honest and reputable.

Those qualities appeared over and over in an analysis of 81 in-depth interviews our newsroom partners conducted with members of their communities. And when asked directly about what defines quality journalism, they were at the top of the list.



GUEST COLUMN

JOY MAYER

to trust the news.

Our partner journalists then attempted to interview four people from across their diverse responses. They used our interview guide as the basis for the conversation and collectively sat down with 81 news consumers for about an hour each.

What we learned in those interviews helped us get inside the heads of news consumers, and as a result we created the set of strategies we've been testing.

We're thrilled to now add to our body of knowledge a more formal analysis of those interviews. Rob Jones, a Ph.D. student at the Missouri School of Journalism, looked for themes in the responses. This was an important step because the questions were open ended. When we asked, for example, what the subjects think about journalists' efforts to fact-check claims made by public figures, we didn't offer a rating scale or multiple choice options. We just listened. The themes that emerged were things like whether the fact-check was useful, whether journalists were qualified to conduct it and whether fact-checkers kept the public interest in mind.

Jones then did a deep content analysis of what we learned around each of the themes that emerged.

Describing trustworthy journalism

Overall, when asked to describe what separates good journalism from bad, here is what interview subjects valued:

- Balance (77.8%)
- Honesty (51.9%)
- Depth (46.9%)
- Reader agency, essentially journalism that empowers readers (23.5%)
- Professionalism and reputation (22.2%)
- Simplicity (12.3%)
- Relevance (6.2%)

Participants were not given a list of qualities to choose from. These numbers reflect what they came up with on their own. It's fair to say that most or all participants want their journalism to be honest. But

52% of them mentioned honesty when asked to describe good journalism.

The same qualities were listed when asked what news outlets could do to regain trust once it's lost. Here's more on some of these key themes.

Balance

This concept is at the top of users' wish list for quality journalism. Many people use it to mean that journalism should reflect a diversity of opinions. Others speak more specifically about how journalists should keep their own opinions out of their work. And some say they cultivate their own balanced news diet by consuming journalism from multiple sources.

Honesty

See **CONSUMERS** Page 10

A bit of background

In an earlier phase of our project, we recruited journalists to sit down one on one with their own news consumers to talk about trust. The newsrooms first published a questionnaire designed to help them find users to talk to across a spectrum of age, gender, race, political leanings and overall likelihood

Have you noticed how online retailers offer free delivery?

PETER W. WAGNER
N'West Iowa Review
February 1, 2019

Amazon sets the bar high with Amazon Prime two-day delivery of everything from A to Z. Their product inventory includes everything from a difficult-to-find book to necessary groceries for dinner that night.

Target has purchased a start-up delivery firm, Shipt, that recruits part-time workers to pull and fill a customer's order from shelves in the store and then deliver the items to the customer's home or business in their personal vehicle.

Want a new car? According to the television ads, there's no need to deal with a "pushy" dealership salesperson anymore. Carvana will process your new car or truck order over the phone or online. Within days a Carvana truck will deliver the exact brand, model, color and accessory package you want right to your door. They'll even offer a no-obligation seven days to test the vehicle before you buy. Plus, they'll be happy to take your used car or truck in trade and pick it up when they deliver your new vehicle.

Women's fashion centers go one step further. Nordstrom and other leading national retailers even enclose a pre-paid FedEx

label so the customer can easily return the item if it doesn't fit or otherwise "just isn't right."

Here in Sheldon, Iowa, where we have our newspaper office, I have a shoe store owner who claims he's making more money selling shoes on the internet than in his main street brick and mortar store. The UPS truck stops every day to pick up two dozen or more pair of shoes to be delivered to buyers all over the country. Finally, there are a growing number of women's boutiques popping up all over the country. Most are working to build a mail-order business with their products delivered by UPS or Fed-Ex to the customer's home rather than sold out of a traditional showroom.

Newspapers and shoppers were the first to 'deliver'

Delivery to the home has always been a key part of our newspaper and shopper story. Local papers were delivering wonderfully designed ads promoting what was available to buy long before there was an internet. Paid circulation or free distribution, the local paper delivered all the important information local buyers needed to make wise and easy buying decisions.

Community papers have always been the preferred means of learning the local news and business specials. The depth of coverage and design of the hometown paper has changed over the last 50 years, but the message has always been local. That local connection is the reason smaller community publications have thrived while many larger metro publications, with their attention to national and statehouse coverage, have declined.

I have a difficult time understanding why so many local businesses choose to advertise on the internet rather than in their hometown paper. Those small community stores and service firms simply can't compete online with the larger national firms favored by Google's marketing experts and analytical expertise.

Take the community automobile dealership for example. There is no way that traditionally family-owned dealership is going to have Google analytics place their message higher than the giant-inventory metro dealer down the road.

Community newspapers and shoppers offer a huge advantage to local new and used car dealerships. For one, and perhaps the most important reason, larger metro competitors aren't overpowering the local dealer's

message with bigger display ads listing hundreds of vehicles at lower prices. Smaller local dealers can be easily overlooked when placing their deals online.

Here are more reasons the dealer should put his ads first in the hometown paper:

- The local printed advertisement is delivered right to the subscriber's front door where the family has a healthy respect for the paper's credibility. Many online sites lack that credibility.
- The printed paper still reaches more potential buyers within the dealer's sales and service area than any other form of electronic media.
- The hometown paper is desired and looked for by the immediate area car-buyer who knows and appreciates the no-pressure, easy-to-understand deal the deal-

er offers every customer.

• Because the dealership is close by, often right in town, it is ready and able to provide quick service whenever it is needed.

Studies have shown that 75 percent of any businesses sales are to customers within 25 miles of the front door. Our smaller community auto dealerships exist because most of the dealership's customers don't want to drive 60 to 100 miles whenever they need to have something serviced on their car or truck. It seems ridiculous that community dealerships prefer to advertise on the world-wide web when their most important prospects are the ones reading the local paper.

See **WAGNER** Page 11

	Tennessee Press Service Advertising Placement Snapshot	
	ROP:	Networks:
March 2019	\$217,451	\$24,035
Year* as of March 30	\$436,006	\$74,449
* The TPS Fiscal Year runs Dec. 1 through Nov. 30		

OBITUARIES

Tom Hill

Tom Hill, longtime publisher of The Oak Ridger and a leader in Tennessee media and Oak Ridge for more than a half century, died March 23, 2019 at his home surrounded by his family. He was 90.

Tom was the son of the late Alfred and Julia Gontrum Hill and husband to Joan O'Steen. His self-proclaimed "love affair" with Oak Ridge began in 1949, when the Atomic Energy Commission asked his parents to start a newspaper at the federal project in an effort to normalize the secret city.

Tom first worked at The Oak Ridger in the early 1950s as a reporter, sports editor, and circulation manager. Following four years of U.S. Army duty, where he rose to the rank of second lieutenant and learned to break two eggs at once, Tom spent nearly eight years with newspapers in Coral Gables and Miami, Fla., but returned to The Oak Ridger in 1961 as business manager. He was named publisher of the paper in August 1967 and remained publisher until the ownership of The Oak Ridger changed hands on January 1, 1987.

Tom was committed to the growth and development of the Oak Ridge community. He spent his adult life participating in many state and area civic associations and made frequent visits to lawmakers in Nashville and in Washington D.C.

Tom served as the president of the Chamber of Commerce and was a founder and first president of the Roane Anderson Economic Council, now called the East Tennessee Economic Council. He was a longtime

volunteer with the United Way, chairing many campaigns over the years. He headed the Oak Ridge Community Foundation and served on the board of the East Tennessee Community Foundation.

Old-school newspaperman

Tom, an old-school newspaper man, took great pride in his heritage of being from a newspaper family, and took seriously his role to make Tennessee and this nation stronger by courageous news coverage. At its height, The Oak Ridger employed 50 staff members, many of whom were then or became nationally-recognized journalists. Tom was president of the Tennessee Press Association, one of the incorporators of the Tennessee Press Foundation, trustee emeritus of the Tennessee Press Foundation, and served as a board member for the Southern Newspaper Publishers Association. He worked with his colleagues to ensure that Tennessee benefited from strong sunshine laws.

Tom was a lifelong fan of "the Tribe" of William and Mary since his graduation in 1950. For decades, he was a season ticket holder and fan of the University of Tennessee Lady Vols. Tom advocated for and got the Tennessee Valley Authority to fund an investment in the Melton Lake racing course, which ultimately brought Olympic rowing to Oak Ridge. He was an avid athlete who enjoyed swimming, biking, walking, and playing tennis.

Tom knew service wasn't just for board rooms. As a volunteer Red Cross swim instructor for 25



Hill

active in dog-obedience training and founded the dog-obedience program at the Oak Ridge Kennel Club. For many years, Tom served as assistant coach for the First United Methodist Church softball team under head coach Joan O'Steen. The team included Tom and Joan's daughters at shortstop and second base, and their son as bat boy.

In the mid-1970s, Tom helped arrange for a special session of the Tennessee legislature to be convened in Oak Ridge at the soon-to-be-opened American Museum of Science and Energy. All 130 legislature members attended and gained invaluable perspective benefiting the Oak Ridge community.

Helped create economic opportunities

Tom's fierce advocacy helped ensure that the Clinch River Breeder Reactor project originally slated for Knoxville ended up in Oak Ridge, generating jobs and creating economic opportunities for the community. When companies sought to come to the region, Tom made sure they gave back to Oak Ridgers with contract terms that ensured that every government contractor was investing in the community. Tom

years, he taught hundreds, if not thousands, of Oak Ridgers to swim and become life-guards. He also served as chairman of water safety for the Red Cross. He and his wife Joan were

also shares responsibility for the development of the Martin Marietta Industrial Park. The Oak Ridge Chamber of Commerce honored him with their highest award, as did the Oak Ridge Rotary Club and the Oak Ridge Sertoma Club. Tom worked to ensure all in the community had access to post-secondary education and his work resulted in a permanent campus of the Roane State Community College in Oak Ridge.

Tom married Joan O'Steen in 1956 after meeting her while working at a newspaper in Miami. They had three children who he adored, and even still, they all became lawyers. Ever the supportive father, he agreed to serve a couple of terms on the Tennessee Board of Professional Responsibility, which supervises the ethical conduct of lawyers.

"I considered Tom a great friend. He was a true friend, a go-to guy, and a mentor to me in my early days of newspapering," said Gregg Jones, Greenville Sun publisher and president of Jones Media. "He was always full of wit and always full of wisdom. He was one of the funniest, finest men I ever hope to meet, and I will miss him. I am honored to share my memory of Tom."

Jim Campbell, the president of the East Tennessee Economic Council who also worked at The Oak Ridger, said, "Tom Hill was passionate about Oak Ridge, and he made sure every member of the staff at The Oak Ridger shared that passion. We were a young staff. In many ways the newspaper was a teaching paper, full of young people eager to make their mark, and do it the right way. Tom Hill leaves a

legacy that is almost impossible to replace. I will miss him."

Because of Tom Hill and his sister, there is an endowed professorship in science writing at the University of Tennessee. Mark Littmann, who holds the Hill Chair of Excellence, said "that stunning generosity enabled the creation of a Science Communication Program that has trained science writers for three decades. These writers now occupy prominent positions at Oak Ridge National Laboratory, throughout the country and abroad. Because of Tom, people throughout East Tennessee and students and faculty at UT get to hear from distinguished science journalists in an annual free public lecture series." Mr. Littmann also said: "He was a giant of a human being. I miss him terribly. So do all of us in the School of Journalism & Electronic Media, the College of Communication & Information, and the University of Tennessee."

In addition to his spouse, Joan O'Steen, Tom is survived by two daughters, Kathryn Hill (Jeff Sherman) of Vero Beach, Fla. and Jennifer Hill (Paul Baldauf), of Miami, Fla., and a son Jeffrey Hill (Michele Johnson) of Nashville; and six grandchildren.

A memorial will be held May 11, 2019 at 3:00 p.m. with a reception following until 6:00 p.m. at the Pollard Auditorium in Oak Ridge.

In lieu of flowers, the family suggests donations be made to the Red Cross or the Tennessee Justice Center.

Jeffrey L. Hill
March 26, 2019

CONSUMERS from Page 9

News consumers don't want to be misled. They want clear attribution, good labeling of content and honesty around conflicts of interest on the part of journalists and sources. They also don't like headlines and story details to be exaggerated or sensationalized.

Depth

People who mentioned depth said they value journalism that provides context for a story and goes beyond the basics. They want journalism to go beyond the basic facts to help users understand where they fit into a bigger picture.

Reader agency

News consumers want to make up their own minds. They don't want to feel like they're being told what to do. They also value information that empowers them to better live their lives and helps them make decisions.

Professionalism and reputation

Some news consumers pay a lot of attention to whether a news product feels like it's high quality (such as being well written, free from error and well sourced). Some also care about the reputation of a news organization or feel loyalty to brands they've long followed.

Other highlights:

Fact-checking: More users said

they find fact-checking in general useful than not useful, though one-fifth of them said they question the integrity of the fact-checkers.

Labeling types of content: It can sometimes be tough for news consumers to tell when something is straight news and when it represents an opinion. Participants said this was most likely to be confusing on TV.

Transparency: There is an appetite for journalism to be transparent among more than half of participants. When asked what they wanted to see, people talked most about wanting to understand how news is selected and learn more about individual journalists.

In February, we published research done with the Center for Media Engagement at the University of Texas at Austin. It found that adding a box explaining a story's process can improve a user's perceptions of a news organization. Research participants were readers of two newsroom partners, USA TODAY and The Tennessean. They viewed either a news article with a box or without and then were asked a series of questions about the news organization.

According to the study, "people who viewed a news article with the box perceived the news organization as significantly more reliable,

compared to people who saw the same story without the box."

In addition, the research participants who viewed an article with the box rated the news organization significantly higher on 11 of the 12 attributes of trust. These attributes include being more transparent, informative, accurate, fair, credible, unbiased, and reputable.

Joy Mayer is an engagement strategist who helps journalists improve engagement with audiences. This column was submitted by the Donald W. Reynolds Journalism Institute, based at the University of Missouri. It was originally published April 4, 2019.

Bill to punish “harassing” public records requesters delayed until 2020

Proposed legislation that would allow a government entity in Tennessee to get an injunction to stop public records requesters whose requests constituted “harassment” has been delayed until next year.

The bills, Senate Bill 590 and House Bill 626, sought to allow government entities to stop a public records requester from making further requests if a judge found the requests to be made “in a manner that would cause a reasonable person, including a records custodian or any staff of the public entity in control of the public records, to be seriously abused, intimidated, threatened, or harassed.”

The bills’ sponsors, Rep. William Lamberth, R-Portland, and Sen. Ferrell Haile, R-Gallatin, offered different amendments to their bills before asking to defer committee action until the first calendars of 2020. Both said they filed the bills at the request of the city of Gallatin, which had been overwhelmed by requests to inspect records from one particular public records requester.

“Harassing” public records requester could lose free inspection

Rep. Lamberth’s amendment altered language so that an injunction could only be issued to public records requesters who were using the “free inspection” option. Under the amendment, the requester’s whose behavior was “harassment” could lose the “free inspection” option and be required to pay all costs associated with requests, including labor, going forward.

Also, the amendment gave a pass to journalists and others by stating that a public records request to gather government



TCOG Blog

DEBORAH FISHER

information for the purpose of broadcasting, publishing or distributing information to others could not constitute harassment. The amendment also required reports to the Office of Open Records Counsel when a government entity sought an injunction against a requester.

But perhaps the most significant change to Lamberth’s bill were requirements that government entities make public records more easily accessible to the public.

Lamberth said he heard from hundreds of people across Tennessee including those frustrated with getting public records from governments. He added a requirement to his bill that government entities post “basic information” on their website.

Basic information in his bill would include:

- Agendas for upcoming public meetings;
- Minutes from public meetings;
- Other meeting documents for upcoming meetings that were provided to board members in a board packet;
- The annual comprehensive financial report of the government entity;
- Policies, rules, ordinances, or resolutions governing the public meetings, public hearings, and public records of each governing body; and
- A list of members of county commissions, city councils, boards of aldermen and other

governing bodies.

Bill would require meeting agendas, documents to be online

“I’ve been working very diligently for the past months to try to get to a good balancing point,” Lamberth said during the House Judiciary Committee meeting on April 9. “In hearing from hundreds of folks that have been harassed by individuals that had kind of weaponized the system, I realized that there was a massive problem with our public records request system.”

Seeking ease for citizen access

Lamberth said he wanted to make it easier for citizens to get access to basic government information, such as agendas for upcoming public meetings.

“...It is very frustrating for citizens of this state to get that information. And when I say that information, the second half of this amendment requires that if you are a state agency, if you are a city or county agency, there is basic information that you would have to put on a website.

“You would have to put your agenda before it’s voted upon in a committee out there to the public on a website so they can access it.

“You’d have to put the membership of your council, the membership of the boards, the individuals to contact if you wanted information, the packets of material, basic information would have to be out there. The minutes once approved would have to be online.

“Now, some of you are looking at me like I must have lost my mind to require cities and counties

to do this much work. And I understand that. But I’m serious about this initiative. It is time for us to update our public records system so that the people of this state can get the information that they paid for, that they deserve and they have a right to.”

Announcing that he had “run out of time” and would be deferring the bill until the first calendar of the Judiciary Committee in 2020, Lamberth said he wanted to get the latest amendment added to the bill so that everyone could see his starting point.

“But I wanted to give that little speech just so any of you who are interested in transparency, in updating our public record system... if we’re really all about transparency, let’s get busy with it. Let’s get real about it and let’s actually do what we say we want to do. Let’s make this information transparent and easy to get,” Lamberth said.

Cities, counties worried about work, expertise to put information online

Some committee members made remarks saying they had been contacted by local government entities and public utilities who were worried about the efforts required to post information to their website.

Rep. Bill Sanderson, R-Kenton, said he was contacted by his county and city mayors about the requirements to post agendas and other meeting information on the website before a meeting. He said in some rural areas, they don’t have staff who know how to do upkeep on the websites.

“I think it’s a wise direction, but I don’t want to encumber them with fees,” Sanderson said.

Lamberth said he had also been

contacted by public officials about the bill’s requirements.

“I will say that some of those same small-town mayors who have reached out to me about this bill, I actually checked their Facebook pages, and it’s amazing just how adept they are at posting to their Facebook pages while at the same time claiming they cannot post public information.”

Rep. Andrew Farmer, R-Sevierville, said he had been contacted by his local public utility who said it would be too difficult an undertaking to post such items on its website, and thanked Lamberth for rolling the bill until next year.

Rep. Bruce Griffey, R-Paris, praised Lamberth for trying to get at people who were abusing the public record process.

In responding to comments about imposing burdens on local entities to post meeting agendas and other information to their websites, Rep. Martin Daniel, R-Knoxville, added that “transparency often requires time, effort and expense. I don’t want this to prevent us from achieving the goal of more transparency.”

A different amendment added during the Senate Judiciary Committee by Sen. Haile kept the language from the original bill to allow an injunction to prevent a person who made any type of public records request from making any further records requests.

That amendment did not include a specific exception for the news media or others who would be gathering information for publication, broadcast or distribution to others.

Deborah Fisher is the executive director of the Tennessee Coalition for Open Government (TCOG). This blog originally was published April 17, 2019, on the TCOG website.

WAGNER from Page 9

Print sales people have to tell their story

Local print salespeople need to learn to clearly tell their unique and specific story. If they want to sell more print advertising, sales consultants must be coached and regularly reminded to share their paper’s benefits, value and stories about how their publication can deliver results and

increased sales. Print advertising salespeople need to tell ad buyers over and over again why their printed paper, delivered right into the home of the local family can truly deliver sales and success for them.

They need to explain the demographics and depth of their readership, the paper’s impact on local buying decisions, the reach of both their paper and website, the creative ability of their ad designers and an endless list of

success stories from other local businesses.

Advertising sales people too often turn away from conflict and fail to stand up for their product. Those same salespeople often fail to make any effort to get to know the advertiser and the advertiser’s business. Too often, they fail to bring the advertiser exciting new promotion and advertising ideas. Worst of all, they sell one-time ads instead of long-term advertising programs.

Local print advertising can out-perform online ads every time. But the publication’s sales team needs to make it happen by becoming salespeople instead of simply order takers.

Peter W. Wagner is founder and publisher of the award-winning N’West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for state and national press associations

and distributed by them to their members. To get Wagner’s free PAPER DOLLARS email newsletter for publishers, editors and sales managers, email him at puw@iowainformation.com. The two monthly email newsletters contain information completely different than found in Wagner’s monthly Publisher’s Auxiliary column. Wagner can be contacted by emailing puw@iowainformation.com or calling his cell at 712-348-3550.

TPA MEMBER COVERAGE SHOWCASE I: Shelbyville Times-Gazette

A labor of love: Community Closet offers free clothes to needy

DAWN HANKINS
Shelbyville Times-Gazette
April 10, 2019

Curtis Stacy Sr. has just about done everything in Bedford County. He might currently be doing his greatest civic duty yet.

“The Lord has laid it on my heart to help others in need,” he says. “There are so many people in need in this community. I’ve seen their struggles and heard their stories. This prompted me to start the Closet in order to help those that need assistance.”

In his golden years, Stacy serves needy families through his Community Closet at his home on 132 Dover St. He opens his mini barn doors -- bought with his own retirement dollars -- to any Bedford County resident experiencing economic hardship.

Needed service

“Our operation is badly needed because there are many people that do not qualify for programs at various agencies,” Stacy said. “Or, the service they need is not offered.”

The Community Closet, he recalls, first opened in August 2007 in a small building on Depot Street. Stacy said his closet soon outgrew that building and after that, there were a few different locations until he finally settled the closet at his Shelbyville home, which he said was made possible through his family and the Lord.

Since that first opening, Stacy says he’s entertained plenty of folks. He’s met families -- most all who know him now as “Five-O” -- who’ve lost everything due to job layoffs, house fires and other natural disasters.

“The three things I believe we cannot live without are food, clothing and a roof over our heads,” notes Stacy. “When others donate to the Closet, I’m able to provide families these basic necessities we should all have.”

Donations needed

He accepts donations, anytime. That can be clothes or even monetary donations for operating the free store, which can cost him several hundred dollars a month.

“We have seen a sharp increase in the number of people coming



Photos by Dawn Hankins, Shelbyville Times-Gazette

Community Closet operators Curtis Stacy Sr. and Pam Reynolds believe they are helping lots of families in need through their free clothing store at 132 Dover St., Shelbyville. The store is open Wednesdays and Saturdays from 9 a.m. to 2 p.m.



Curtis Stacy Sr. points out the drop-off trailer for clothing which is used at the free store located at his home.

to the Closet for assistance,” Stacy says.

Inside the large mini barn are neatly organized racks of dresses, jackets and shirts. On the shelves are crates filled with neatly sorted children’s shoes and socks.

“Helping others makes me feel needed, feel like my life is a success and I’m fulfilling what The Lord has put me on earth to do,” Stacy says. “I believe one great truth about life is serving the Lord and helping others.”

“One who helps others” might be an understatement when it comes to

describing this Bell Buckle native. Throughout his life here, Stacy’s been a Cubmaster and a dedicated first responder, literally rescuing people from the jaws of death.

Years of service

Over his lifetime, he’s worked in a grain business and heavy industry. He’s been a constable, a barbecue cook and constant friend to many.

“I served the Bedford County Rescue Squad for 50 years,” says Stacy. “I was one of the charter



For non-English speaking families, the workers at Community Closet try very hard to break barriers. It’s all about giving, says Curtis Stacy Sr. and Pam Reynolds, operators of the free-clothing emporium.

members who started the squad. I understand the struggles that people face in difficult times.”

He had to give up his first responder duties a few years ago. He proudly notes that upon his passing someday, he’ll become a lifetime member of the Tennessee Association of Rescue Squads in Knoxville. “One of the hardest things I ever had to do was give up being a first responder,” he says while wiping his eyes.

Those eyes have survived a stroke, though one is damaged. Stacy also suffers from diabetes.

All of his civic duties, including rescue, if put in award form, would most likely fill his tiny home. Community Closet partner Pam Reynolds describes him as a giving friend.

“Mr. Stacy helped our family about 10 years ago,” she notes.

Back at work

Stacy had to close the free store because of his health. It’s been Reynolds who’s repaid the widower by helping reopen his Community Closet.

Now, she and her husband, Ray, and their children, assist the senior with his life-long mission. They’re also there to help him with doctors’ appointments or whatever else he needs as driving is now an issue.

“I’ve been in the same boat as a lot of people,” Reynolds says. “Our family wants to help give back.”

Stacy says he’s grateful to all the people, like the Reynoldses, who’ve made this ministry possible over the years. He mentions that the Closet inherits clothes left over

from Good Samaritan Association’s thrift store after it holds a “bag day” sale.

The city is different; his life is different. Even as time has passed, Stacy hasn’t lost the passion to clothe his community.

He’s passed the torch to others like the Reynoldses in hopes they’ll continue his mission. Ever stalwart, Stacy works with Reynolds until the last customer vanishes.

“We’re supposed to close at 2:30 p.m.,” Stacy mentions as he locks the doors. “Sometimes it’s dark before we get out of here.”

Patriot

Outside the Community Closet are instructions printed in both Spanish and English. There’s also a small American flag, just to remind passers-by of Stacy’s patriotism.

The senior admonishes, “I believe in helping people. But I hate a liar or a thief.”

At the end of the day, Reynolds hands her friend a cool drink while he talks from his front porch. She’s paying it forward to which Stacy is grateful.

“Thank you,” he whispers.

She says, “The Bible says give to your fellow man. It comes back around.”

Community Closet hours are every Wednesday and Saturday from 9 a.m. to 2:30 p.m. Reynolds will also take appointments for those unable to make those hours. For more information, call 580-3541 or 841-1426.

Showcase Submissions

TPA members are encouraged to submit stories to be featured in this monthly Showcase space. Share your best work for other TPA publishers, editors and reporters to see. Each submitted story should include at least one photo and cutline as well as an editor’s introduction. Send submissions to editor@tnpress.com.