

The Tennessee Press

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New TPA president Vass vows to be cheerleader for industry & TN papers

MARK KENNEDY
Chattanooga Times Free Press
August 15, 2019

During a graduation speech in 1981, new Tennessee Press Association president Chris Vass told her classmates at Ohio Wesleyan University they should be proud to join the mere 7 percent of the world's population with a bachelor's degree.

There was just one problem. It was a calculated falsehood.

"I completely made it up," said Vass, who today is the public editor at the Chattanooga Times Free Press.

Later in the speech, Vass said she came clean and admitted that she had fabricated the statistic about the 7 percent worldwide college



Photo by Tony Centonze,
for TPA

Chris Vass, Chattanooga Times Free Press, speaks after being installed as the new TPA president during a reception held July 18 as part of the 2019 TPA Summer Convention in Chattanooga.

graduation rate to illustrate that young thinkers should always be skeptical.

Eventually, that impulse to question authority would be essential to her toolkit as a reporter and editor

in Chattanooga, where she rose through the ranks from her newspaper's copy desk, to obit writer, to reporter, to city editor to Sunday editor to public editor — with a five-year sojourn into public relations and a marketing job for

a health care company in the late 1980s and early 1990s.

Vass becomes president of the 129-member Tennessee Press Association (including 23 daily newspapers) at a crucial time for the newspaper industry, which faces mounting financial and political pressures. Among her challenges at TPA, Vass said, is to be an effective cheerleader for the industry in the Volunteer State while also advocating for transparency in state and local government.

"Newspapers are fair game now," said Vass, who is the fifth woman to be named TPA president. "We have to fend off attempts to close

See **VASS** Page 4

GateHouse, Gannett to merge for \$1.4B, build newspaper giant

TALI ARBEL
Associated Press
August 5, 2019

Two of the largest U.S. newspaper companies have agreed to combine for roughly \$1.4 billion, creating a new industry giant that hopes to manage the crisis of print's decline through sheer size.

GateHouse Media, a fast-growing chain backed by an investment firm, is buying USA Today owner Gannett, promising to speed up a digital transformation as readers shift online. The companies say they are committed to "journalistic excellence" — while also cutting \$300 million in costs every year.

The resulting company would be the largest U.S. newspaper company by far, with a print circulation of 8.7 million, 7 million more than

the new No. 2, McClatchy, according to media expert Ken Doctor.

Local papers, faced with the complex and expensive process of building digital businesses to replace declines in print ads and circulation, have been consolidating madly in recent years. Although papers with national readerships like The New York Times and The Washington Post have had success adding digital subscribers, local papers with local readerships find it much more difficult. Hundreds of such papers have closed, and newsrooms have slashed jobs.

According to a study by the University of North Carolina, the U.S. has lost almost 1,800 local newspapers since 2004. Newsroom employment fell by a quarter from 2008 to 2018, according to Pew Re-

search, and layoffs have continued this year.

Both GateHouse and Gannett are known as buyers of other papers. Bulking up lets companies cut costs — via newsroom layoffs and other measures — and centralize operations. The combined company would have more than 260 daily papers in the U.S. along with more than 300 weeklies.

Those cuts could give the owners "a cushion of time" to figure out how to improve their digital businesses, longtime industry analyst Rick Edmonds of the Poynter Institute wrote Sunday.

But it's no panacea. "I don't think, just by these companies merging, they're going to somehow magically find a new business model, make everything all right and produce robust journalism

at a local level," Butler University journalism professor Nancy Whitmore said. Still, a bigger, combined newspaper company could sell more national ads and boost their ad revenue, she said.

GateHouse's owner, New Media, is taking on new debt to get the deal done — a \$1.8 billion loan from private equity firm Apollo Global Management. That will have to be paid back.

"We've been hearing for years and years about the glories of cost efficiencies," said Northeastern University professor Dan Kennedy, a proponent of local ownership for media outlets. But it's unclear, based on past media mergers, whether those savings will benefit the papers, its employees or their

See **MERGER** Page 2

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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 November issue is Tuesday, October 8.

Future-proofing our business starts with trust

Have you ever lamented the big story that got away? Regretted not pursuing a story that you knew in your gut would have wide impact? Being annoyed, maybe even angry, that others grabbed the story and ran with it?

That story is us — newspapers. Let's concede for a minute that perhaps our industry as a whole was slow to grasp the serious threats to our business over the last decade. The business side grappled with a financial model blown up by a crippling recession and the digital disruption caused by the internet, while newsrooms confronted rapidly changing reader habits and the influence of social media. Turbulent times, for sure.

And to cap it off, trust — that ephemeral quality newspapers enjoyed with their readers, their communities — was slipping. We've all seen the figures from Gallup: In 2018, only 45% of Americans said they trust newspapers, TV and radio. Ouch.

MERGER from Page 1

readers, he said.

He wonders whether combined companies make more or fewer cuts than they would have if they had remained separate.

Several experts said they do not expect the Justice Department to have an issue with the deal, as the two companies have papers in different markets. The companies expect it to close this year.

The combined company would take the Gannett name and keep its headquarters in Gannett's current home of McLean, Virginia. GateHouse's owner New Media is buying Gannett Co. for \$12.06 a share in cash and stock.

Consolidation is nothing new to either company. Gannett's last big U.S. print purchase was in 2016, when it bought papers in the Journal Media Group chain for \$280 million, including the Milwaukee Journal Sentinel and The Commercial Appeal in Memphis. Gannett also owns dailies in major cities such as the Detroit Free Press and Arizona Republic.

Its more recent merger efforts have been unsuccessful. It failed in an unsolicited bid for newspa-



YOUR PRESIDING REPORTER

CHRIS VASS

TPA takes training on the road

The Tennessee Press Association is offering an outstanding advertising and editorial training opportunity next month for our member papers.

Chuck Underwood, who led the well-received "The Generational Imperative" training session during July's summer convention, will bring his expertise to four cities: Jackson (Oct. 8), Nashville (Oct. 9), Chattanooga (Oct. 10), and Morristown, (Oct. 11).

The morning sessions (9 a.m. to noon) are aimed at advertising sales staff; the afternoon sessions (1 p.m. to 4 p.m.) are geared to newsrooms.

Please be on the lookout for details about registration for this exclusive training experience, which is being offered at no charge to TPA members.

Of course, today's politically divisive culture isn't helping. "Enemy of the people" and "fake news" labels are discouraging to those of us in the news trenches and

dangerous to the principle that our democracy depends on a free and independent press.

In this environment, we allowed others to shape the narrative of our business — be they politicians, our cousins in the broadcast arena or stock market analysts. I suppose

we were so busy putting out our newspapers that we didn't see the trust gap widening and what that meant to our treasured public service mission.

But it's not too late to take back our story. And we already know in our gut where to start — it's where all of our work starts every day — with the reader, and asking the reader to trust the work we do on the public's behalf. This is critical because more and more, newspapers will rely on subscribers (in print and online).

If our readers' trust is lagging, we have to make the time to talk to them about why that is. If we don't

See **TRUST** Page 9

Business Writer Mae Anderson contributed to this story. This story was reprinted with permission by the Associated Press.

Tennessee newspapers owned by Gannett or Gatehouse

GANNETT:

Ashland City Times
The Leaf-Chronicle, Clarksville
The Dickson Herald
The Stewart-Houston Times, Dover
The Fairview Observer
The Jackson Sun
The Knoxville News Sentinel
The Commercial Appeal, Memphis
The Daily News Journal, Murfreesboro
The Tennessean, Nashville
Robertson County Times, Springfield

GATEHOUSE:

The Daily Herald, Columbia
The Oak Ridger, Oak Ridge

TPA prepares to celebrate 150th anniversary in 2020

Dear Publishers and Editors,
As most of you know, the Tennessee Press Association is celebrating its 150th Anniversary in 2020. A committee has been formed to find the best ways we as an association can celebrate with you, our members and your readers.



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

One of the projects we have taken on is creating an essay series of historic events that have taken place in Tennessee and looking at how newspapers played a role in reporting, supporting, or influencing such events.

We have asked prominent Tennesseans to help create the essays that we are delivering to you each month to publish in your newspapers. The essays (columns) will also be available on the tnpress.com website the month following

delivery to our member papers.

The first essay/column is on the Suffrage movement and how Tennessee played such an impactful role in the outcome of the movement. If you choose to run this column in your paper, please attribute this to the Official Committee on the Tennessee Woman Suffrage Centennial.

I have included the essay/column for you along with several historical political cartoons, a map and a photo of Harry Burn. These are all included for you to pick and choose from for your own publication.

You should have already received the official TPA 150th Anniversary Logo.

If you have any questions please feel free to reach out to me directly.

The Suffrage movement essay/column and cartoons I referenced follow below.

Thank you,
Carol

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

Woman Suffrage Essay

August 1920. In world news, Ethelda Bleibtrey became the first woman to medal at the Olympics, setting the women's 100-meter freestyle world record in swimming. In the U.S. – just 48 states at the time – the first commercial radio station began daily broadcast in Detroit at a time when the printed news of newspapers was the near-exclusive method of mass media of the day. No, TV was not yet available. Sirloin steak cost about 48 cents per pound, milk was 17 cents per quart and gasoline was about 30 cents per gallon to fuel the Model T Ford, invented just 12 years earlier.

And, women were given the right to vote in federal and presidential elections via the 19th Amendment.

This past month, August 2019,



Tennessee launched the Centennial celebration of a year to learn and appreciate the history and civic value of woman suffrage and our state's pivotal role cast on

the canvas of appreciation of the value of mass communication in this achievement.

Why August and why Tennessee?

Back in June 1919, the key legislative domino fell in the nation's capital that put into motion a months-long battle with Suffragists (be sure not to say Suffragettes) and anti-Suffragists mobilizing a state-by-state movement to ratify the U.S. Constitution, as required by law, to add the necessary amendment which declares, simply: "The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex . . ."

Thirty-six of the forty-eight United States would each now need to ratify the amendment to make it the law of the land.

The woman suffrage effort started back in 1848 at a convention held in Seneca Falls, N.Y.,

See **SUFFRAGE** Page 11

TRAINING NEAR YOU

TPA is offering free, exclusive Generational Strategies training in October, and to make it easier for your teams, TPA is bringing the training to our members across the state!

Your Advertising and Editorial teams will leave these sessions with an understanding of the fundamentals of living generations, understanding core values both as consumers and readers of news media, and understanding how to apply these strategies for Relevance, Readership, and Revenues.

- Oct. 8 Jackson** Advertising: 9:00 a.m. - Noon; Editorial 1:00 p.m. - 4:00 p.m.
- Oct. 9 Nashville** Advertising: 9:00 a.m. - Noon; Editorial 1:00 p.m. - 4:00 p.m.
- Oct. 10 Chattanooga** Advertising: 9:00 a.m. - Noon; Editorial 1:00 p.m. - 4:00 p.m.
- Oct. 11 Morristown** Advertising: 9:00 a.m. - Noon; Editorial 1:00 p.m. - 4:00 p.m.

For information on registering for this exclusive TPA member training visit www.tnpress.com or contact rgentile@tnpress.com.

It's time to file and publish your USPS Statement of Ownership, Management & Circulation

Publishers and editors of all periodicals, including newspapers, are reminded that their annual Statements of Ownership must be filed with the United States Postal Service by Oct. 1. The statements must also be published in the newspaper. Failure to file or publish a statement of ownership may lead to suspension of periodicals authorization. The PDF for the form can be downloaded at <http://about.usps.com/forms/ps3526.pdf>.

JUDGES NEEDED!

TPA needs Judges for the Texas Press Association's Better Newspaper Contest in mid-October. Please sign up at: tinyurl.com/JudgesforTX2019 or email rgentile@tnpress.com.

FOR YOUR CALENDAR

SEPTEMBER

- 5-7: Society for Professional Journalists, Excellence in Journalism Conference, Grand Hyatt, San Antonio, Texas
- 9-10: ASNE-APME News Leadership Conference, New Orleans Marriott, New Orleans, La.
- 29-Oct. 1: Association for Women in Communications, Embassy Suites, Charles, Mo.

OCTOBER

- 3-5: 2019 National Newspaper Association's 133rd Annual-Convention and Trade Show. The Pfister Hotel, Milwaukee, Wisc.
- 6-8: Southern Newspaper Publishers Association (SNPA) - Inland Annual Meeting, J.W. Marriott Chicago, Chicago., Ill.
- 8: **TPA Generational Training Workshop**, Jackson
- 9: **TPA Generational Training, Workshop**, Nashville
- 10: **TPA Generational Training, Workshop**, Chattanooga
- 11: **TPA Generational Training, Workshop**, Morristown

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.
- 7: **TPA Board of Directors Meeting**, Nashville Public Library, 1:00 p.m.

DECEMBER

- 31: **Deadline TPA Public Notice Journalism Contest**

FEBRUARY 2020

- 12-13: **TPA Winter Convention**, DoubleTree Nashville Downtown Hotel, Nashville
- 21: **Deadline: UT-TPA State Press Contests**
- 28: **Deadline: TPA Ad/Circ Ideas Contest**

MARCH 2020

- 5-8: Investigate Reporters and Editors (IRE) Computer-Assisted Reporting (CAR) Conference, New Orleans, La.

APRIL 2020

- 17-18: Journalism Education Association National Convention, Nashville

Creating believable advertising creates trust

“Willing suspension of disbelief” is a cornerstone of entertainment. The term was coined in 1817 by poet Samuel Taylor Coleridge, author of “The Rime of the Ancient Mariner.” It refers to the fact that an audience must temporarily suspend rational judgment in order to enjoy a story or presentation.

The person on the screen is an actor, not the actual person he or she is portraying. People who wear capes can't really fly. The woman in a magic act isn't really cut in half.

Suspension of disbelief is a good thing. We do it with ease. It makes mystery novels interesting. It makes ghost stories around the campfire more fun. And it keeps us on the edge of our seats when we go to action movies.

All of this is fine in the enter-



AD-LIBS®

JOHN FOUST

tainment business, but things are different in the real world. Consider this profession of advertising. Suspension of disbelief is not necessary. It's an ad creator's job to encourage willing belief. Here are three points to keep in mind:

1. Tell the truth. It all starts here. Once someone catches a person in a lie, it's hard to believe anything else that person says. The same goes for advertising. Stretch the truth and pay the price in the

marketplace.

Of course, there are laws protecting consumers from bait-and-switch promotions and other deceptive schemes. But what about exaggerations and unsubstantiated claims? Although most of them are not technically illegal, these seemingly innocent copy techniques can be just as misleading.

Consumers are confused when competing advertisers each claim to be the “best.” And they are suspicious when every sale is promoted as “the biggest sale in our history.”

2. Use evidence. Just like attorneys are well armed with facts to back up their positions in the courtroom, advertisers should support their claims with evidence. Saying, “This new widget will save money” is not nearly as effective

as saying, “The XYZ Board's tests show this new widget can save up to 10 percent on your energy costs.”

A testimonial is another form of evidence. To be believable, testimonials should feature real customers, not professional actors. Real customers add authenticity to marketing campaigns, because they have actually used the advertised product.

3. Focus on benefits. Every advertiser wants people to believe their products and services are the right choices. The fastest way to do that is to talk in terms of benefits.

Benefits generate belief. Think of the things you have bought for yourself. Every purchase was based on the benefits those things would provide. You chose Residence A over Residence B, because it offered

better features, location and price. Car A was a better fit for you than Car B, so you chose Car A.

Willing suspension of disbelief and willing belief are both based on trust. When we go to a movie, we say, “I trust you to entertain me.” And when we encounter the right kind of advertising, we say, “I trust the information in this ad to be reliable.”

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

VASS from Page 1

public access to records, to meetings, to what the law says we have access to.”

Vass said Tennessee's newspaper leaders should seize the industry narrative from naysayers and emphasize the essential watchdog role that newspapers provide.

“There needs to be consistent, effective salesmanship about the value of newspapers, the mission we fulfill,” she said.

In her current position as public editor at the Times Free Press, Vass leads an opinion staff which produces the only dueling liberal-conservative editorial pages in the United States. The opposing pages are vestiges of Chattanooga's two legacy newspapers, The Chattanooga Times and Chattanooga Free Press, which were purchased by Arkansas media company owner Walter E. Hussman Jr. and merged in 1999.

Early Years

The oldest of five siblings, Vass grew up hopping from city to city as the daughter of a Westinghouse Electric Corp. sales representative. Born in Pittsburgh, Pennsylvania, she also lived in Texas, California and Ohio before her family settled in Chattanooga when Chris was 12.

She attended Chattanooga's Girls Preparatory School (GPS), a private school where Chris made friends with the daughters of some of Chat-

tanooga's oldest families. Those connections would come in handy years later when she became a newspaper reporter and editor in the city.

“The way our family moved around, we've always sort of been outsiders,” she said.

After college in Ohio, she returned to Tennessee and an uncertain future.

Newspaper career and family

A few months after she returned to Chattanooga in the fall of 1981, she interviewed at the Chattanooga News-Free Press, where she met Editor and Publisher Lee Anderson, who coincidentally had a daughter who had also attended GPS and the Ohio college. Anderson offered Vass a job on the spot.

Her first job at the newspaper was on the copy desk. After about four months she moved to obits, the traditional proving grounds for young reporters.

“Obits is where you learn accuracy matters,” Vass said. “Early missteps make you vigilant.”

She later became a general assignment reporter for a couple of years before leaving the News-Free Press to work in public relations at Erlanger Medical Center, Chattanooga's largest public hospital.

She then took a marketing job at a residential alcohol and drug treatment facility called The Crossroads, which was owned by Hospital



Photo by Mike Towle, TPA

Chris Vass, Chattanooga Times Free Press, listens in during a newsroom session, “Going Digital: From 0 to 60,” held July 19 as part of the 2019 TPA Summer Convention in Chattanooga.

Corporation of America (HCA).

In 1991 Vass returned to the News-Free Press to cover the health-care beat full time, a job she says that she enjoyed.

In 1994, Chris and her husband John Vass, then business editor of the News-Free Press, became first-time parents. Their son, Jay, now 25, would eventually attend the University of Tennessee and now works in Franklin, Tennessee.

In 1998, when Hussman purchased the Chattanooga Free Press and then, in short order, the Chattanooga Times, Chris Vass

was tapped to be city editor of the new combined newsroom. At the point of the merger she managed 22 cityside reporters and a team of assistant city desk editors.

“It was a big staff with a wide talent spectrum,” she recalled. “. . . What I really learned from the experience was how to mentor young reporters.”

Alison Gerber, now editor and director of content for the Times Free Press, remembers being recruited to the newspaper by Vass, among others, who told her that the newspaper was a “scrappy

paper in Southeast Tennessee that punches above its weight class.”

“I knew right away that she was someone I'd enjoy working with and that I wanted to be part of that fight,” Gerber said.

During the 2000s, the Times Free Press earned a reputation as a launching pad for young journalists and was recognized by Editor & Publisher as one of 10 newspapers in America “Doing it Right.”

In the mid-2000s, Vass stepped back from the city editor role for a time to undergo breast cancer treatment, but returned to the city editor's chair after a stint as editor of the Sunday edition.

Opinion hot seat

In 2015, Vass took over as editor of the newspaper's opinion pages and also has served as the newspaper's public editor, fielding complaints and concerns from readers. Interestingly, she says conversations with readers have convinced her that most subscribers have deep affection for the newspaper.

“They really do love it,” she said. “It throws them off if it's not (delivered) by 5:30 a.m.”

After more than three decades in the newspaper business, Vass has this advice for Tennessee newspaper editors.

“Keep your workforce fired up about what you do and why you're doing it,” she said, “and then take that message outside the newspaper.”

Jones, Seigenthaler, Whitley posthumously inducted into TN Newspaper Hall of Fame

ROBYN GENTILE
Member Services Manager
August 10, 2019

Three newspapermen were posthumously inducted into the Tennessee Newspaper Hall of Fame on Friday, July 19. The induction ceremony took place as part of the 2019 TPA Summer Convention held July 18-19 in Chattanooga.

John M. Jones, III

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



Jones

the Tennessee Bureau of Investigation. Mr. Jones served as the president of TPA in 1962-63.

John L. Seigenthaler

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



Seigenthaler

George T. Whitley was with The Covington Leader for nearly 57 years. He was named publisher in 1975 and continued until his retirement in 2003. He was a communi-

ty 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 president of the TPA, TPA Foundation and Tennessee Press Service.

The induction ceremony was held on Friday, July 19, at the



Whitley

Read House Hotel in Chattanooga, Tenn. Victor Parkins, president of the Tennessee Press Association Foundation, served as emcee.

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 Tennessee 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 the Hall of Fame inductees are displayed there.

News Sentinel's Satterfield to be inducted into East TN Writers HOF

SUBMITTED
USA TODAY NETWORK - Tennessee
July 23, 2019

Knoxville News Sentinel investigative journalist Jamie Satterfield will be inducted into the East Tennessee Writers Hall of Fame.

Satterfield, who has more than 28 years' experience covering law and crime, is one of 16 writers who will receive the honor during an awards gala



Satterfield

Sept. 20 at the Historic Southern Railway Station, Knoxville. "East Tennessee is my home, and the people of East Tennessee are my family," Satterfield said.

"I don't need any awards to feel blessed to serve my community, but I sure appreciate this one just the same." "Jamie is defined by and defines East Tennessee: she's tenacious and impassioned. She is deeply committed to the people who make their lives here, and relentless in fighting to tell the truth about their challenges and triumphs," said Joel Christopher, Knoxville News

Sentinel executive editor. "We're honored to call Jamie one of our own, and thrilled that the East Tennessee Writers Hall of Fame will be able to, as well."

In March, Satterfield was named the winner in the community journalism category of the 66th Scripps Howard Awards for her reporting on the aftermath of the 2008 coal ash spill at Tennessee Valley Authority's Kingston Fossil Plant.

Other writers to be inducted into the East Tennessee Writers Hall of Fame include Michael Lofaro (lifetime achievement), Elizabeth Genovise (fiction), Kim Trevathan (nonfiction), Rhea Carmon (poetry), Paul Harrill (screenwriting), Alan Sherrod (social media) and Karen Reynolds (songwriting). Rick Yancey (young adult literature) and Dolly Parton (outstanding contribution to East Tennessee culture and literacy) are expected to accept their awards by video.

Six writers will be inducted posthumously: Kim Williams (songwriting), Rikki Hall (journalism), Anne Wetzell Armstrong (fiction), Sarah Booth Conroy (nonfiction), Bert Vincent (nonfiction) and George Washington Harris (lifetime achievement).

Houston Chronicle, RJI partner to keep chemical company data site available for news journalists

Author's note: This is an article about a resource that got a new lease on life! The Right to Know Network, which is a free public resource containing data about chemical companies and the impact on the environment, faced an uncertain future when its original owners shut down. But the resource was too valuable to the Houston Chronicle, so they purchased it. However, the site was old and needed to be updated and so they partnered with Reynolds Journalism Institute and the Missouri School of Journalism to launch a redesign of the site. Those who helped with the redesign said the old site was wordy, plain and not that intuitive. They wanted to make the new site easy to use and figure out.

A resource that helped The Houston Chronicle shed light on chemical disasters and facilities posing the greatest potential harm to the public, in the event of an emergency, got a new lease on life.

After facing an uncertain future after its original owner - the Center for Effective Government - was shut down, the Right to Know Network recently relaunched with a more user-friendly, accessible site design.

The redesign happened because



RJI
GUEST
COLUMN

JENNIFER NELSON

of a collaboration between The Houston Chronicle, the Reynolds Journalism Institute and Missouri School of Journalism.

About the Right to Know Network

The Right to Know Network is a free public resource containing

data about chemical companies and the impact on the environment. The site consists of a collection of resources tracking toxic and flammable chemicals at companies, the largest being the risk management plan (RMP) database. Data Editor Matt Dempsey said the Environmental Protection Agency requires chemical companies to file an RMP every five years if they reach a certain threshold of chemical tonnage.

The RMP details any incidents that the company has had, how many chemicals the company has that meet that threshold, what the worst-case scenario is for an

See **CHEMICAL** Page 10



Tennessee Press Service
Advertising Placement
Snapshot

	ROP:	Networks:
July 2019	\$79,224	\$8,365
Year* as of July 31	\$961,905	\$122,540

* The TPS Fiscal Year runs Dec. 1 through Nov. 30

If a robot commits libel, who is responsible?

"I will work tirelessly to keep you informed as texts will be typed into my system uninterrupted."

This is how Xinhua News' artificial intelligence presenter announced itself to the global audience at the World Internet Conference in November 2018. Modeled on a real anchor Zhang Zhou, the virtual newsreader is said to be the first of its kind, according to China's state news agency. But signs that automated journalism will soon play a central role in the news media industry have long been there.

For news organizations, algorithms generating compelling narratives are an exciting prospect. Many would have raised an eyebrow when the Associated Press started relying on automation to cover minor league baseball and transform corporate earnings into publishable stories. Fast forward a



**RJI
GUEST
COLUMN**

PETER GEORGIEV

couple of years, and now it seems almost impossible to find a major news outlet that is not experimenting with their own robot reporter.

From a business perspective, that makes complete sense. News bots are convenient, cheap and don't complain when asked to produce an article at 3 a.m. on a Saturday. Most of all, they are quick. In 2015, NPR's Planet Money podcast set up a writing contest between one of its journalists and an algorithm. Spoiler alert: the algorithm won. It

wasn't even close.

Yet, for all their apparent infallibility, bots, like their human predecessors, are also vulnerable to mistakes. In the news business, one of the worst mistakes is committing libel. So, how should courts treat cases in which a robot generates a defamatory statement? Legal and tech experts believe now is the time to decide.

Thanks to a series of landmark rulings by the U.S. Supreme Court in the second half of the previous century, the First Amendment provides strong protection to journalists in defamation lawsuits. Public officials can't recover damages for libel without first proving that the defendant had acted with "actual malice" - knowing that a statement was false or demonstrating reckless



Illustration provided by Donald W. Reynolds Journalism Institute

disregard for the truth.

"That just doesn't work very well with an algorithm," says Lyrissa Lidsky, dean of University of Missouri's School of Law and an expert in First Amendment law. "It's hard

to talk about the knowledge that an algorithm has or whether an algorithm acted recklessly."

Bots don't make conscious choices when producing content. They behave on the basis of human-written code. Yet, programmers may not always be able to predict every single word of a story or its connotation, especially when machine learning is involved.

"As these cases start to arise and be litigated, there's going to be a lot of education of the public about how algorithms work and what choices are made in designing algorithms," Lidsky says.

While a bot cannot act with actual malice, its designer can. Robot reporting may appear to be impartial and objective, but humans often build their own biases into automated systems. This poses

See **ROBOT** Page 8

Don't accept 'I don't like it' when asking for design opinion

I've been consulting since June 1989. Thirty years is a long time and it's time for me to retire and shift my attention to Julia, family, grandkids and guitar.

Over for the next few months, I'm offering some of my best columns from the past few years.

This one focuses on helping your designers do a better job.



**BY
DESIGN**

ED HENNINGER

He was not going to make this easy.

I was in a conference room with about a half-dozen editors and staffers. We had recently begun a redesign of their newspaper, and I was showing them the first set of mockups.

As I was talking them through some of the initial ideas, the editor interrupted, sniffed and said, "I don't like it." There was a collective rolling of the eyes from others in the room, as if they had all known this was coming.

"Does that mean," I asked, "you don't like certain elements. . . . or you don't like any of it?"

"The whole thing," he shot back. "I don't like any of it."

"Oh. Just what is it about what you're seeing that you don't like?"

"I just don't like it. And I thought you said during your first

visit that we have to like what you're doing - that it's our newspaper and you have to satisfy us."

"Yes, I did say that. But 'I don't like it' doesn't help me . . . or the process."

"Well, I don't like it."

"OK . . . Let's see what others have to say."

I then turned to the publisher. Given the editor's outburst, he had the same nonplussed look on his face as others in the room.

"Tom, do you like it?"

"Well, yes, I do. Very much.

I think it captures what we're trying to do - get a contemporary new look while not shocking our readers. I especially like the headline type face. It's traditional but not stodgy. It's clean. . . . and I love the italic."

Now . . . finally . . . we were getting somewhere.

Later that day, the publisher told me that the editor was not go-

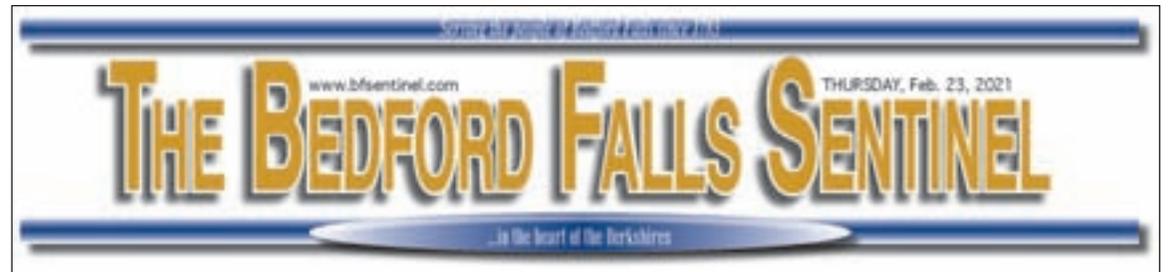


Illustration by Ed Henninger

There are at least 10 things wrong with this nameplate. But just saying "I don't like it" doesn't identify - or fix - any of them.

ing to be very helpful because he had redesigned the paper himself about a dozen years before, and he did not want to see his design pushed aside for a new look - especially one from an outsider.

The problem with "I don't like it" is that it doesn't help the process at all. It's just a sweeping negative that refuses to look at elements and judge the merits of each.

Instead of "I don't like it," or its opposite, "Wow! I love it all," help your designers by offering them your best thinking—especially on the elements that make up the design:

- "I think the headlines are too big."
- "That dark blue probably

won't work well on our press."

- "Do you really want that much space between packages?"

- "That byline type face is too heavy for me."

- "Is the text too tight? Don't we need more space between lines?"

These are statements and questions that get to the heart of the matter. Each of them is helpful because each of them goes to a specific element and offers an objection or suggestion your designer can address.

So, if your designer comes to you with an Independence Day feature front, it's OK to ask her if she really wants to run that headline in Caslon Antique. Then it becomes her task to tell you why

Caslon Antique is the right choice for the package.

The point is, asking her specifically about the headline type face - and perhaps other elements you question - helps to narrow your discussion and can lead to design improvements.

"I don't like it" isn't helpful at all. So, ask. And ask again. And ask some more.

And, whatever you do, do not let the designer herself get off easy by saying: "I don't know . . . I just like it."

Ed Henninger, director of Henninger Consulting. E-mail: edh@henningerconsulting.com. Phone: 803-325-5252.

Hawkins County board of education might have violated Sunshine Law

JEFF BOBO
Kingsport Times-News
July 16, 2019

The Hawkins County Board of Education agenda for July 11 made no mention of eliminating Keplar Elementary's fourth and fifth grades, or busing those 38 students to Hawkins Elementary when the school year was to begin Aug. 5.

Affected parents had no idea that issue would be discussed or voted on that evening and, as a result, didn't attend the meeting in Rogersville to voice their opinions.

In the past when the BOE has held discussion about the possibility of closing Keplar, the BOE meeting room in Rogersville has been filled with protesters - parents and students - who are passionate about keeping their school open.

Tammy Lyons, whose fifth-grade daughter is among the 38 Keplar students being transferred to Hawkins Elementary, told the Times-

News she believes the agenda was kept vague so the board could discuss proposed changes without interference from protesters.

Lyons told the Times News July 12, she intends on investigating whether the BOE's agenda violated its own policies, or violated the Tennessee Open Meetings Act, or "Sunshine Law" as it's better known.

As for the latter, one Tennessee Sunshine Law expert - Deborah Fisher, executive director of the Tennessee Coalition for Open Government (TCOG) - told the Times-News a strong case for a violation could be made. The BOE agenda posted on the county school website listed only the name of the director of schools "Matt Hixson" in the reports section when the elimination of Keplar's fourth and fifth grades was discussed.

A revised agenda handed out before the meeting changed that

listing on the agenda to "Matt Hixson - Class collapse/closure," but no version of the agenda mentioned Keplar as a candidate for classroom closure.

"Deciding to bus two grades of an elementary school across the county to another elementary school, for the people it affects, would be a very big deal," Fisher said. "There's no question that you couldn't look



Fisher

at that agenda item, even the later revised agenda, and be able to discern what that was about, unless this had been a continuing recent conversation about that topic. If the online agenda is the one parents usually look at, then to me the parents didn't have any notice. In this situation it seems pretty unfair."

The Times-News reached out to Hixson regarding questions that have been raised about public notice for Thursday's meeting and the legality of Thursday's agenda.

"I named class collapse under my report," Hixson said. "I felt it was properly Sunshined. Due to the late commission meeting and (funding cut) decision, we looked at all available staffing decisions and class collapses. We literally identified KES as the most viable option just prior to the meeting. As you could tell, the first time the board heard of the idea was at the meeting."

The only way to "prosecute" an alleged violation is for a citizen to file a lawsuit. If a judge determines that a Sunshine Law violation took place, the vote that arose out of the illegal public notice could be voided.

In this case, that would be the BOE's 5-1 vote to relocate Keplar's

fourth and fifth graders to Hawkins.

"I think there would definitely be a question on whether that notice was adequate because it was an issue of pervasive importance to the people whose children attend that rural elementary school," Fisher said. "It was a major change for them, and for their children, and yet the notice that was posted online had nothing on there about any changes to their elementary school, or in fact, any changes to any elementary school."

Fisher added, "I would definitely think there's a question here about whether that notice complies with the Open Meetings Act. If I was a parent I would be really upset. Having your kids rezoned is of major importance to parents, and to have zero information on a school board agenda definitely seems to be in conflict with the Open meetings Act, and the requirements of adequate notice of a meeting."

Current status of U.S. Department of Labor proposed overtime rule

On March 7, then Secretary of Labor Alex Acosta proposed a rule to increase the salary threshold for the overtime exemption of executive, administrative, and professional employees under the Fair Labor Standards Act. The rule increases the salary threshold from \$23,660 per year (or \$455 per week) to \$35,308 per year (or \$679 per week). This new proposed salary threshold is far less than the \$47,476 per year threshold in the rule proposed by the Obama administration that was permanently enjoined nationwide by a federal court in Texas.

Significantly, the proposed rule does not call for automatic annual adjustments to the salary threshold; does not create different salary levels based on region of the country; and does not make any changes to the duties tests.

In addition to increasing the salary threshold, the new proposed rule would permit employers to count nondiscretionary bonuses and incentive payments (including commissions) paid to employees to satisfy up to 10 percent of the salary threshold. The proposed new rule also modifies the "highly compensated employee" exemption, increasing the annual compensation threshold for that exemption from \$100,000 to \$147,414.



LEGAL UPDATE

L. MICHAEL ZINSER

The rule has not yet been finalized. The March 7, 2019, proposed rule was open for comments for a 60-day period. The Department of Labor received more than 116,000 public comments. The Department of Labor sent its final draft of the rule to the White House and the Office of Management and Budget on August 12, 2019. The text of the final rule has not been made public.

When the final rule is published with an effective date, many expect unions and worker advocates to mount legal challenges to the rule. Even though the final rule may be challenged, it would be wise to be developing a plan now to address this huge budgetary issue. This letter will focus on the standard salary threshold, which will have the most dramatic impact on your company. I recommend the following action plan to address the standard salary threshold increase:

1. Identify all employees currently classified as salaried exempt, but

paid less than \$35,308 per year (or \$679 per week). Every Employer will need to make a decision regarding whether to reclassify these individuals as non-exempt under the new rule or increase their salaries to \$35,308. If you have employees whose duties have changed or who have possibly been misclassified as exempt, now is a good time to reclassify them. You can blame the reclassification on the rule change.

2. Develop a new compensation plan. If your Company chooses to reclassify the employees as non-exempt, consider tracking their hours to determine just how many hours per week they currently work. Will post-conversation pay and working hours replicate an employee's current situation, or will you need to restrict schedules at or near 40 hours? Will you need to reassign certain tasks to other employees?

Consider a cost-neutral solution in which you set the employee's hourly rate at a level that assumes a certain amount of overtime, resulting in the same annual compensation currently earned by that employee.

3. Train the reclassified employees. These employees will have to be trained on timekeeping procedures at your Company. They have not been accustomed to tracking their time. Now, it will be crucial legally

that they do so. Be sure to explain to these newly reclassified employees on your policies concerning unauthorized overtime work, meal and rest breaks, and the use of mobile devices after working hours.

4. Consider the consequences of your actions. If you convert a current salaried Manager to an hourly employee, what is the psychological impact? Will he/she identify more with non-supervisory employees and quit thinking like a Manager?

Another possible consequence is a change in benefits by moving from exempt to non-exempt.

Do not forget about the discrimination laws. For example, a plan that increased the current male Managers' salaries but converted female Managers to hourly would draw fire as discriminatory.

If you take a Supervisor who is now salaried exempt and reclassify him or her as a non-exempt hourly employee, it will also adversely impact you at the National Labor Relations Board. When litigating whether one is or is not a Supervisor for purposes of the labor law, if the person is hourly and eligible for overtime, that is a factor indicating employee/non-supervisory status.

5. Develop a communication strategy now. Chances are good that many of your current sala-

ried employees are anxious about whether they are going to get a pay increase or get reclassified as hourly employees. A good communication plan identifies who will deliver the news to the employees, and when it will be delivered. Also give consideration to the format for delivering your plan. Will you use e-mail, one-on-one meetings, video presentations? To ensure a consistent message, develop talking points and FAQs for your Management team.

On August 14, 2019, I phoned Paul J. Boyle, senior vice president/public policy for the News Media Alliance in Washington, D.C. Paul indicated that there has been very little business opposition to the proposed rule.

I hope this summary is helpful. Bottom line, I would begin the process of reviewing the individuals currently classified as salaried exempt and determine what action your Company is going to take if the individual's salary currently is not at least \$35,308 per year.

L. Michael Zinser is president of The Zinser Law Firm, P.C., in Nashville, Tenn. He can be reached at 615.255.9700 and mzinser@zinslaw.com.

Five key focus points on the path to a great story

Anyone who has worked as a reporter or editor knows that it's impossible to be fully engaged for eight (or 10) hours a day, five (or six) days a week. Journalism is a creative field that requires a lot of hard work, which tends to come in bursts of energy and brainpower rather than via a consistent pace of grinding at one single task until a shift is over.

The challenge, then, is to make sure we are putting our passion and effort into the process at the right times, when we can do the most good and make our work as complete, clean, accurate and impactful as possible. Here is a look at five critical junctures when journalists should place more time and focus on producing great work.

Story idea generation

I had an editor who once schooled me to look for new newsroom hires who had a strong sense of "story conceptualization." Journalists who are able to come up with ideas, figure out what is most important and then seek out on-point sources have a great chance to be successful.

To develop that skill set, one must read widely, talk to a wide variety of people, be curious and



BETTER WRITING WITH BART

BART PFANKUCH

then think deeply. Good story ideas should have the "Three I's and a D" – they should be interesting, informative, impactful and doable. Getting to that point requires reporters to have good ideas, but to then ferret out what matters most and to figure out how the story can be reported and then told. Editors should demand that reporters come to them with story ideas fairly well-formed and with a plan to execute the reporting, writing and packaging. Discussing and thinking about a topic are worth the extra energy expelled at the very start of the story process.

Art and entry points

Obtaining great art, graphics and alternative entry points into stories is never an accident; it always requires planning, preparation and thought to pull it off.

Be sure to speak with your editor, photo editor or shooter at the very moment a story concept takes shape. Think of ways to illustrate stories that are not obvious. Watch for data sets that can be broken into telling charts or boxes. Consider ordering an illustration or drawing to enhance packaging. Consider using maps with stories to provide context and a sense of place. Be a reporter or editor who shoots photos when the opportunity arises.

Sourcing and reporting

All great journalism emerges from a strong focus on two critical skill sets: Finding and cultivating good sources and undertaking smart, aggressive reporting.

Finding on-point sources who will openly share information requires research to learn about an issue to determine who plays a key role; it demands that you treat sources fairly and with respect to keep them in contact; and, like all good journalism, it takes thought to find and contact the best people or gain access to critical documents.

Patience, thoughtfulness and preparation are all key elements of improved reporting. Have a list

of questions ready and listen, then think, then ask, then listen again. Go over details with the source in order to ensure accuracy. Do not be in a hurry. Always shoot for one more source than you think you need.

Pre-writing, writing and self-editing

The more time you spend thinking about your story and how it will be organized and packaged, the better it will become. Make a plan for the piece before starting to write. Sketch an outline with the lead, nut graph, transitions and section topics before writing. Never go it alone. Discuss the piece with your editor, an interested colleague, a family member or anyone who will listen, and take their advice if worthwhile. Each brief conversation can help you form and shape what the piece will say and how it will say it.

The actual writing process surely requires more time than many journalists allow. Delivering a quality hard-news leads require as much time and energy as telling a story with an anecdote. Do not become locked into a concept and then force it to work.

Google-check all names and titles. Hunt for potential double-meanings or confusing copy or quotes and remove them. Always remember: your first draft is never, ever your final draft.

Following up

Once a piece is published, be sure to review what it said and sift through any reactions you receive. Use that information to consider follow-up stories that advance the news needle by way of reaction pieces, deeper dives and solutions journalism. Sometimes, it's possible to plan for a follow even before the original piece runs, and it might help to hold back some reporting if either the original piece gets too long or there are facts or details that logically follow the initial reporting. Especially with more in-depth or impactful reporting, discuss the opportunities for potential follows with your editor or a trusted colleague in advance and make a plan.

Bart Pfankuch is a 30-year journalist who serves as content director for South Dakota News Watch, a non-profit, public-service journalism group. Contact him at bart.pfankuch@sdnewswatch.org.

Free webinars for TPA members

Sept. 12
Five Ways to Enhance Your Paper's Obituary Category

Oct. 18
The Community's Perception(s): State of U.S. Print Weekly Newspapering in the 21st Century

Visit www.OnlineMediaCampus.com to register for webinars. Contact rgentile@tnpress.com for the coupon code. 305 archived webinars are available

ROBOT from Page 6

potential risks to publishers.

While a bot cannot act with actual malice, its designer can. Robot reporting may appear to be impartial and objective, but humans often build their own biases into automated systems. This poses potential risks to publishers.

"News organizations are going to have to be really careful about who it is that they are hiring to engage in these kinds of tech-development areas," says Amy Kristin Sanders, an associate professor at the University of Texas at Austin.

"In some instances, you've seen news organizations say, 'We don't really understand the technology, but we think it's useful, we think it's cool.' That's not a defense."

Sanders is one of three researchers who co-authored a recent study highlighting the complicated manner of determining fault when an algorithm is accused of committing libel. Still, she believes that in many ways these cases are

no different than product liability cases.

"There's not one person who is responsible for designing a can opener, let's say. And so, the law has found ways, if a can opener malfunctions and harms someone, to account for that."

Like a can opener, crafting an algorithm usually requires the effort of multiple people. The reader wouldn't find their names in the byline of an AI-generated article in contrast to one written by a real person. These make it more difficult to assign personal blame.

Pointing fingers doesn't seem to be that helpful anyway. In any case, the news organization itself would likely be the one held accountable for spreading a falsehood. So, publishers should be primarily thinking about ways to avoid such situations in the first place.

This is no less important for American content creators. Despite enjoying protection by the First Amendment domestically, they

may find it challenging to prove their innocence elsewhere.

The European Union has put pressure on U.S. tech giants to remove content from their platforms and take better care of user data. Democracy may be a core value for both Americans and Europeans, but they have their differences when balancing between safeguarding reputation and promoting freedom of speech.

"You would think based on the way the balance is struck in other countries that they would be more likely to hold news organizations responsible for bot-driven libel cases," Lidsky says.

To shield themselves, publishers may need to reaffirm their belief in human judgment. To some extent, algorithms can replace the reporter. They shouldn't replace the editor.

"We've seen major news organizations like the New York Times slim and trim their copy desks, and get rid of that layer of copy editing. That can't be happening. That is a news organization's first line of

defense against a lawsuit," Sanders says.

Radical transparency is another necessary step for media outlets, according to James Gordon, senior editor at the Reynolds Journalism Institute (RJI) at the University of Missouri.

"Publishing your code, making it publicly available, stating the intention of the code – that's very important."

Gordon says the news industry should be cautious when revolutionizing journalism rather than following the example of Silicon Valley giants.

"Move fast and break things' is great unless you're on the margins of society or someone who is impacted negatively by these technologies, products and services," he says.

Peter Georgiev is a graduate research assistant at Investigative Reporters and Editors (IRE) and foreign correspondent for the Bulgarian National Television.

America really needs locally owned newspapers

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

The once-powerful Gannett media company - publishers of the Sioux Falls Argus-Leader; Des Moines Register; USA Today; The Tennessean, Nashville; Knoxville News-Sentinel; Memphis Commercial Appeal and more than 100 other mostly daily newspapers — has announced it will merge with GateHouse Media. GateHouse is reported to own 156 dailies across America.

Of course, it isn't really a merger, Gannett is being assumed by GateHouse. Both companies have seen steady growth through acquisitions during recent years, but neither is doing well financially. By combining into one company, the new organization should see huge savings in operational costs and possible increases in advertising revenue. GateHouse, traditionally, operates with less staff than Gannett and is known for cutting staff whenever it buys an additional publication.

Gannett moved mostly away from a focus on the printed newspaper a year and a half ago, putting emphasis on producing its digital products. Gannett and GateHouse, which is owned by New Media Investment Group, are believers in consolidated management and minimum local operating expenses.

With the new firm's emphasis on an information network dedicated to fewer locally printed pages and fewer publication days, the plan is to expand the company's overall digital presence. The hope is to reduce costs through centralized accounting, production and editorial centers, and increase national advertising revenue through expanded multicity readership. But the digital content will most likely be built around general interest national news, sports and features - think CNN and USA Today - and reduced coverage of hometown news important to local voters and taxpayers.

The rumor is the new firm

probably will shed itself of many of their small, less-profitable, weekly publications. That might be good news for those interested in investing in and upholding the local hometown newspaper. There is a need for locally managed community newspapers. But operating a small, local weekly paper has become financially difficult. Many local communities no longer have a retail base large enough to support a local paper.

The national Democratic Party appears to be responding to this cultural change in a way that could be dangerous to the future of local and national media.

In a recent online article, David Uberti reported one of the Democratic Party's largest Super PACs, Priorities USA, is reported to be underwriting a \$100 million effort to boot President Donald Trump from office. The PAC hopes to do it with a flood of one-sided digital information messages in key swing states that have lost numerous local newspapers.

Four "news" outlets staffed by Democratic operatives will publish state-specific information across social media in Michigan, Pennsylvania, Florida and Wisconsin. They also will boost content to independent sources. The message will be Trump's economy isn't working for them.

"This should be covered by local news(papers), but local news is dying," said Priorities USA communication director Josh Schwerin.

Between 2004 and 2018, an average of 130 newspapers closed each year across the country, according to Penelope Muse Abernathy, a University of North Carolina professor who studies "news deserts."

That number increased to about 200 last year, with affected areas tending to be "much poorer than average, less educated and much older," she said.

But news generated and reported by any source with an agenda is not a good thing for our

nation or our individual rights and freedom. It is important that local community papers survive if we are going to keep balance and consensus in our communities and across our nation.

Let us hope those who still believe in the printed word, easy to post on the refrigerator and paste in a scrapbook, and capable of challenging wrong and encouraging right, will live long past the death rattle suggested by our competitors.

Looking for good local sales training for your paper or group, or for a direct-to-the-point program? Contact Peter W. Wagner at (cell) 712-348-3550 or pww@iowainformation.com.

Peter W. Wagner is founder and publisher of the award-winning N'West Iowa REVIEW and 13 additional publications. o get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers, email him at pww@iowainformation.com.

OBITUARIES

Louise Knight

Mrs. Knight, former co-owner of The Livingston Enterprise, died on Aug. 20. Her obituary will appear in the October edition.

Col. Franklin Elmore Glass

Col. Franklin Elmore Glass, former editor of The Dayton Herald, now known as The Herald-News, passed away in Mesa, Ariz., after a brief illness. He is preceded in death by his parents, Mary Stewart Glass, and Franklin Glass Sr.; his first wife, Ritha Rocca Glass; and sister, Winifred G. Rogers.

Glass was born in Memphis and moved to Dayton in 1941 at the age of 11 when his parents, Franklin and Mary Glass, bought The Dayton Herald in 1941. He attended Dayton City School and Rhea Central High School.

After high school, he attended the University of the South for two years and then transferred to the University of Tennessee for graduation in 1951 with a bachelor's degree in journalism. Shortly after graduating from college, he enlist-



Glass

ed in the U.S. Air Force, working as a public affairs specialist with assignments on the west coast of the United States and Alaska. Completing his active duty service requirement in

1955, he returned to Dayton with his wife, Ritha, and began work with The Dayton Herald. Several years later, he was appointed as editor and general manager of the newspaper and worked in this capacity until the newspaper changed ownership in 1981.

Glass remained in the Air Force Reserve after being released from active duty. He traveled to Marietta, Ga., on a monthly basis to participate in Reserve training for a number of years. He completed Officer Training School and received a commission in the Air Force. Glass retired from the Air Force in 1989 with the rank of colonel. Glass, or "Elmore" as many of his contemporaries knew him, grew up in the newspaper business.

From that time until the paper

was sold in 1981, Glass had something to keep him busy. His father told the story of when Glass was a young teen, a government inspector visited the newspaper office and was about to cite Mr. Glass Sr. for a child labor violation.

"I told him it was my business, and my children could work in it any way I wanted," Mr. Glass Sr. said. The citation never happened.

After graduating from college and active service in the U.S. Air Force, Glass came home to run the newspaper while his father decided to attend law school. Mr. Glass Sr. finished law school and spent a number of years as clerk for a federal judge in Greenville, Tenn., while Glass ran the paper, with time away for his continuing service in the Air Force Reserves.

As editor of The Dayton Herald, he used his weekly column, "Flying Chips," to comment on events in Rhea County, from sports to government, special events to everyday happenings, all with a goal of encouraging this to be an even better community. Occasionally, he would write something that had the potential to raise eyebrows.

His staff observed in good humor

more than once: "He wrote that because he knew he was going to the Air Force, and we'll have to deal with the fallout."

Like his father, Glass had a vision for the newspaper business, and for his paper particularly, to cover the news fairly and completely, accurately and honestly. He earned the respect of his readers and customers; it was not unusual

to see someone sitting in his office asking his opinion on a matter of public or private concern. He saw The Dayton Herald as a community leader in that he and his staff were aware of most everything that was happening and had a duty to inform the public.

*Dayton Herald-News
July 29, 2019*

TRUST from Page 2

talk to them about what it is we do, someone else will. And we all know how that has turned out over the last couple of years. ▢

Let's not squander our assets: local brands built on fair, accurate, relevant and balanced reporting, hyper-local coverage that includes watchdog reporting, interesting profiles and features. We are a "public square" for helping our communities identify and solve problems. We have deep ties to our communities; many have been serving their readers for decades, if not 100-plus years.

Let's use the tools we already have to make reader connections: face-to-face meetings (go out to

speak to groups or invite groups in to observe a news meeting; let your readers in on how you do journalism); ask for feedback in your print and online editions as well as on social media platforms; tap into free email survey tools.

Reclaiming our story is about reconnecting with the reason we exist — the reader, and explaining to our readers that we are working for them. I am confident this approach will help set us on a course to secure a bright future. If we are willing.

Chris Vass, public editor of the Chattanooga Times Free Press, is president of TPA. Email her at cvass@timesfreepress.com.

NEWS

Appeals court rules for reporter in public records case

The Tennessee Court of Appeals ruled in August that the state does not have the right to withhold ordinary public records just because they become part of a criminal investigation.

The ruling overturned a lower court's decision and clarified when the criminal investigation exception applies to public records requests.

The lawsuit was brought by WTVF-TV reporter Phil Williams, who was investigating reports of an affair between two state officials that may have involved the use of public funds. He requested records under the Tennessee Public Records Act in June 2018, including expense reports and phone logs.

The state refused to turn over the records, saying they were part of a criminal investigation. It cited an earlier case where media organizations were denied records from an active police investigation of a rape.

Before Williams' case could go to court, the investigation ended and the state turned over the

records. But the trial court agreed to hear the case anyway, reasoning that it involved a question of important public policy. The trial court ruled in favor of the state's denial of the records.

The state argued against granting an appeal, saying the case was moot. But the appeals court agreed to hear it, reasoning that the case "concerns governmental transparency and the ability of Tennessee citizens to access information related to the workings of their public officials."

The appeals court ruled in favor of Williams, writing, "Our Supreme Court has made it clear that the TPRA may not be used as a means to bypass normal discovery rules. Throwing open an investigative file could, in fact, damage the integrity of an investigation or prosecution, as well as prove injurious to the defendant. Mr. Williams, however, did not seek the contents of an investigative file. He sought non-investigative public records that were created in the ordinary course of business and kept by their respective agencies."

The appeals court declined

Williams' request to be awarded attorney's fees, writing that the state's position was wrong but reasonable.

*The Associated Press
August 16, 2019*

Two Collierville papers merge into one

The owners of Collierville's two weekly newspapers announced the merging of The Collierville Herald and The Collierville Independent, effective June 5.

The two longtime town publications will be combined into one newspaper, The Collierville Herald-Independent, according to Magic Valley Publishing owner Dennis Richardson, who bought both papers in the spring of 2019.

Collierville Mayor Stan Joyner applauded the merger.

"I think one of the great things about living in Collierville is the news coverage and other benefits we receive from a local newspaper," Joyner said. "For many years I have read, not one, but two local newspapers. I think it will be great

to have the talents of both quality papers merged into one."

Founded in 1870, The Herald was purchased by newspaperman Van Pritchard Jr. in 1988. He remained the newspaper's editor and publisher until his death in 2007. The Herald was purchased by American Hometown Publishing in 2008.

Michael Ward, a journalist for The Herald from 2007 to 2016, said that both local papers "have striven to provide quality community journalism to the residents of Collierville."

"The Collierville Herald-Independent will continue that mission, with its presence as the town's only hometown newspaper - the importance of which cannot be understated," he added.

Fred and Lola Eason, who co-owned the East Memphis Shoppers News, Memphis Offset Printing, The Consumer Times and The Southaven Press, bought The Independent in the 1990s and sold the paper to Suburban Community Newspapers in 2006.

The free paper was started in the 1980s by Barry Heffner. Steve



Whaley

Craven, who now works at the Germantown News, was the sales manager through the 1990s.

"At that time," Craven said, "two papers in a small town was hard."

Said Scott

Whaley, group publisher of The Collierville Herald-Independent, "By merging the newspapers together it's our intention to provide the citizens of Collierville with a publication that is both informative and entertaining.

"We hope our readers, as well as our advertisers, will recognize the importance of this venture and the community it serves," he said. "By combining the staffs of both newspapers, we have a top-notch staff of professional journalists and designers who have worked diligently to bring you this inaugural issue."

*Collierville Herald
June 5, 2019*

See **NEWS** Page 12

CHEMICAL from Page 5

incident at that particular facility, what the vulnerability zones indicate of a worst-case scenario and what an organization has done to prevent a worst-case scenario. In addition, there is information about hazardous waste and toxins release inventory, he said.

This information is hard to find elsewhere unless obtained directly from the EPA, which can cost time and money, said Dempsey.

Resource at risk

In 2016, the Center for Effective Government, the site's original owners, informed the Chronicle that it was going to be shut down.

The site was too valuable to the Houston Chronicle, because it had helped them report the series, which had been inspired after four workers lost their lives in a plant from exposure to deadly gases. The Chronicle decided to buy the site themselves.

In 2017, they were again reminded how valuable the resource was to them. While participat-

ing in a press conference for the local chemical company, Arke-ma, during Hurricane Harvey, Dempsey learned that the facility had lost control of its chemicals because of flooding and inadequate planning, and they were expecting an explosion and/or fire. He knew the name of the facility because of the series he and his co-worker had written and the facility was one of those that posed a threat to the community during an emergency.

They had gotten some of their background information for the series from the Right to Know Network. Having written this series and having access to this data allowed them to be more prepared with background information at hand for their latest news story, says Dempsey.

"We had more information that we would have had otherwise," he says. "And so we could ask more detailed questions. We couldn't get much help from Arkema. We were asking for their updated chemical inventory, and they weren't providing it.

However, the site continued to

face an uncertain future. It was an old site and needed to be updated, said Dempsey. Updating the website as they moved it to a new content management system was more than the outlet had time or money to handle.

"I knew from my perspective and experience that I wanted no business in trying to go dig through somebody's decade-old code and try to figure out what did what," says Dempsey. "I also knew that we didn't have the time or resources. We knew we wouldn't be able to just do it on our own. And there were too many other things going on, and this would be a big lift."

Finding help from RJI and the School of Journalism

Conversations with Rob Weir, director of digital development at The Columbia Missourian led Dempsey to James Gordon, senior editor for the RJI Futures Lab. Gordon agreed to take on the backend development of the site.

"Our two main goals were to make the site easier to maintain and

cheaper to host, and we've definitely met those goals," says Gordon. "Now whenever the Chronicle gets a new snapshot of the RMP data, the rest of the update process is fully automated. Also, since the site is deployed on serverless architecture, the necessary computing costs are much lower."

Gordon had the help of Thomas Oide, now a recent Missouri School of Journalism graduate, who majored in journalism with a minor in computer science.

"From day one, Thomas and I were working as equals," Gordon says. "He spent countless hours on this project on top of his other degree requirements. We would not have been successful without him."

Weir and assistant professor Elizabeth Stephens, who both teach a multimedia planning and design course section, assigned students from their class to help with the front-end development of the site - what people see when they come to the website.

Recent Journalism School graduate Morgan Keith who helped work on the site said the old site

was wordy, plain and not that intuitive for journalists.

"When we created the website, we wanted people to be able to see it and use it on their own without having to second-guess or set time aside to figure out how to use the site," she says. "Our search by location, for example, is very easy."

What is next for the site and future dreams

The site launches with the latest version of the Risk Management Plan database. Dempsey said they plan to update some of the other data sets as well in the future.

It is also Dempsey's dream to have the capability for other news outlets to add their stories about facilities and incidents directly to the Right to Know site, so journalists have access to that background information, as well as the EPA data.

Jennifer Nelson is the senior information specialist at the Donald W. Reynolds Journalism Institute. Previously, she was the news editor of the Osceola (Iowa) Sentinel-Tribune.

SUFFRAGE from Page 3

hosting around 300 women. Quite a feat with the few newspapers of the day, letters and word of mouth serving as the operational method for communications!

Two national organizations formed after the ravages of the Civil War to fight for woman suffrage – the National Woman Suffrage Association (NWSA) worked the halls of the U.S. Congress with its key figureheads Susan B. Anthony and Elizabeth Cady Stanton, and the American Woman Suffrage Association, led by Lucy Stone, lobbied state legislatures to pass laws permitting women to vote. Their original goal was that woman suffrage be included in the Reconstruction Amendments (the 13th, 14th and 15th) that established a protection of voting regardless of race, color or previous status of servitude.

Just as today, political cartoons and opinions were written, submitted and published in efforts to make a public point for or against the woman's right to vote, most often from a reasoned stance. Yet, some dared sensational arguments that even equated women having a voice with the disruption of the home.

By March 1920, thirty-five states had voted to support universal woman suffrage, and only one more was needed for national



ratification. Understanding that Tennessee was the last, best hope, our state became the epicenter of the suffrage movement with newspapers blaring the headlines of the drama ahead.

Governor Albert H. Roberts called a special session of the Tennessee General Assembly as suffragists and the “antis” descended on Nashville in the heat of August 1920. Both groups set up headquarters at the Hermitage Hotel, a popular gathering place just a block from the Capitol to intensify their lobbying efforts of a divided House, after the Tennessee Senate easily passed the ratification resolution.

A tool for vote-counting was either red or yellow-rose boutonnières worn by legislators. Red signaled opposition while yellow



stood for the woman vote. Roses and reporters were key elements of the day, but a handwritten letter from a mother forever left a mark.

On August 18, 1920, suffragists and anti-suffragists packed the public galleries in the House chamber. The atmosphere was tense as House Speaker Seth Walker of Lebanon led the “antis,” with Joseph Hanover of Memphis the politician leading for women. Walker unsuccessfully attempted to table the amendment, which would have effectively “killed” the bill. The vote was tied with a second vote called to move the resolution.

The youngest House member,



24-year-old Harry Burn of Niota, faced an internal dilemma. His coat pocket held a seven-page letter from Febb Burn, Harry's mother. Febb had read the speeches given in the General Assembly in her local newspaper, and she was mad. Among general news of the family farm, Febb used the letter to persuade her son to change his anti-suffrage stance, writing “hurrah and vote for suffrage!” Sporting a red anti-suffrage rose, Burn shocked the chamber by declaring, “aye” for the amendment, thus breaking a tie and changing the course of history.

While America attentively watched, well, actually read through their newspapers, activist efforts of the anti-suffragists to reverse the vote failed. Using parliamentary and procedural moves,

thirty TN legislators left the state, fleeing to Alabama as reported by the Philadelphia Evening Ledger on August 21, 1920. The Norwich Ledger of Connecticut noted the attempts to overturn the votes in the Tennessee House, but the Santa Fe New Mexican ran the banner headline, “Women will vote in next presidential election in November; Tennessee thirty-sixth and final state to ratify Susan B. Anthony Amendment.”

On August 24, 1920, Governor Albert H. Roberts certified Tennessee's ratification and, two days later, U.S. Secretary of State Bainbridge Colby officially certified – the 19th Amendment became part of the United States Constitution.

Tennessee provided the 36th and final state needed to ratify this landmark amendment to the U.S. Constitution, earning itself the nickname “The Perfect 36.” Tennessee had given 27 million women the right to vote.

All of this history is thanks to motivated individuals using the tools of the day, primarily the written word and their own energy, to forever change history. While much has changed, much remains the same.

Essay and cartoons provided by the Official Committee on the Tennessee Woman Suffrage Centennial.

Webb retires from Independent

James A. Webb has stepped down as editor in chief of the Chester County Independent, Henderson.

He began reporting for the Independent in September of 1977, covering the local sports scene. This evolved into other roles, one of which included briefly trading pen for microphone in the 1980s, when he volunteered at local country radio WHHM as sports announcer. Back at the Independent, Webb began working full-time in 1992. In 2007, he accepted the position of editor, and it was not long before he was named editor in chief.

The Independent has seen many changes during Webb's career. Photography negatives were once developed on site (Webb said he could have film developed and ready for use in as little as an hour) and newspaper pages were handcrafted in a process known



Webb

as paste up. Ye olde newspaper scribes printed completed stories, photos and advertisements and pasted them onto large cardboard pages, which were then photographed.

The photo was sent to a printing press in Huntingdon to be printed.

Big changes for the paper began to appear as the paper moved toward electronic production in 1995.

The Independent printing press opened its doors in the late 1990's. As technology progressed, so did the paper, always striving to stay ahead of the curve, despite the high cost of technological progress, and by 2004 the paper had completely converted to digital photography.

As Webb transitions toward retirement, he reflects on his experiences. “The community has given me as an individual a lot of support

over the years, and made my job easier,” he said. To be a small town reporter is to be at the very heart of the local community, through good and bad. He fondly recalls covering the 2005 girls' basketball state championship in which CCHS won by a mere four points.

The nature of a reporter's work is that breaking news is never satisfied, and unfortunately, news must be reported even when it is hard. Webb spoke of covering house fires or wrecks where lives have been lost, murders, stories that show the worst of human nature. He continued to say that some of his lowest moments have been when he has felt personally attacked due to persons taking offense to news stories.

However, the good far outweighs the bad. “Highlights include meetings and interviewing so many outstanding people over the years,” Webb mused, adding that it is very rewarding when people show appreciation for his stories.”

“We are going to miss James in more ways than one,” publisher Scott Whaley said. “Not only is he an outstanding journalist, he's been great friend to us all for the past 27 years.”

Webb's last day at the Independent was Friday, July 26, after which he was to start working with Chester County High School in-school suspension.

Chester County Independent, Henderson July 26, 2019

Goley joins Review and Eagle as photographer

The Rogersville Review and The Hancock Co. Eagle are pleased to announce that Allison Goley has joined the newspapers' newsgathering team as a staff writer and Photographer.

She is a Rogersville native. “I grew up hearing my grandparents' stories about Rogersville

as they remembered it,” Goley said. “This gave me a greater appreciation for the town and its history.”

She graduated Cherokee High School in 2014 and subsequently earned a B.A. degree in history

and writing communications from Maryville College in 2018, where she served as the editor-in-chief of the college newspaper, The Highland Echo.

It was during this time that she developed a love for journalism.

During college, Goley also tutored adult learners in ESL (English as a second language). She worked for ELS Language Services before joining the Review.

The Rogersville Review July 22, 2019



Goley

2019 TENNESSEE NEWSPAPER HALL OF FAME INSTALLATION CEREMONY (ALL PHOTOS BY TONY CENTONZE, FOR TENNESSEE PRESS ASSOCIATION)



Richard Vandergrift speaks on behalf of inductee George T. Whitley at the July 19 TN Newspaper Hall of Fame ceremony.



Mike Wirth, Dolores Seigenthaler, Frank Sutherland, Jack Seigenthaler and Natilee Duning were on hand to honor HOF inductee John Seigenthaler.



Nancy Fishman and Gladys Whitley, widow of HOF inductee George T. Whitley, at the July 19 installation ceremony in Chattanooga.



Family members were on hand to honor inductee John M. Jones III. Left to right: Sally Harbison, Alex Jones, Gregg Jones and John Jones.



Left: Deborah Fisher, Jeff DeLoach and Chris Vass. Above: LuShep Baldwin, Ashley Copeland, and Brian Cutshall.



Several generations of the family of George T. Whitley gathered for the installation ceremony.



Above: Victor Parkins, Catherine Luther and Robert Heller. Right: Paul and Angie Mauney, part of the large Greeneville Sun contingent.



NEWS from Page 10

Magic Valley buys 4 more papers

Tennessee's fastest-growing newspaper company has acquired the four Journal West 10 newspapers effective May 1.

Magic Valley Publishing Co., Inc (MVP), headquartered in Camden, TN acquired The Millington Star, The Bartlett Express, Shelby Sun Times and the Collierville Independent from Journal, Inc., based in Tupelo, MS.

"These newspapers fit right into our footprint of publications based in middle and west Tennessee," said Dennis Richardson, MVP president and CEO. "These established publications have a stellar reputation in the communities they serve, and I expect them to become much stronger now that they are part of Tennessee's largest weekly newspaper family."

MVP acquired the five American Hometown Publishing of TN newspapers a month ago. They in-



Dennis Richardson

Jackson.

MVP also owns the Carroll County News-Leader in Huntingdon, The Camden Chronicle, the Waverly News-Democrat, Buffalo River Review, Crockett County Times, Lake County Banner plus the four-state Family Classifieds, The Shopper's Guide in Waverly and Southern Outdoor Sports magazine, as well as an FM radio station (WRJB) and an AM/FM (WFWL and the Catfish) in Camden.

MVP is owned by Dennis and Lisa Richardson of Camden and operated by Daniel Richardson, COO and Matthew Richardson CFO.

clude The Leader in Covington, the Collierville Herald, Chester County Independent in Henderson, Wayne County News in Waynesboro and the Shopper News based in

Editor's note: Magic Valley has since combined the Collierville Herald and the Collierville Independent into one publication now named The Collierville Herald-Independent.

Magic Valley Publishing, Camden May 8, 2019

TN Journalism HOF inducts six

Six accomplished media veterans, including one posthumous honoree, were celebrated by family, friends, colleagues and supporters in August they were inducted into the latest class of the Tennessee Journalism Hall of Fame.

The seventh annual induction ceremony was held Tuesday, Aug. 6, during the Tennessee Association of Broadcasters annual conference at Murfreesboro's Embassy Suites Hotel. Housed at Middle Tennessee State University, the hall has now inducted 44 members in recognition of their

excellence in the media industry.

This year's class includes: Memphis television anchor Valerie Calhoun; retired Associated Press Nashville veteran Joe Edwards; retired Chattanooga radio and TV broadcaster Earl Freudenberg; the late Nashville Banner columnist Francis "Red" O'Donnell (posthumous); West Tennessee radio executive Paul Tinkle; and retired, longtime Knoxville TV anchor Bill Williams.

This year's event was dedicated to the memory of Tennessee Journalism Hall of Fame co-founder, journalist and author Dan Whittle, who died in April after a lengthy battle with leukemia and was an inductee into last year's class. He was 74.

Submitted August 6, 2019

Star editor Sellers awarded for community service

On July 20, Helping Young People Excel hosted its Fourth Annual Awards Gala and Ceremony for its



Sellers

2019 scholarship recipients. After H.Y.P.E. founder Ruth Wilburn presented 20 area incoming college freshmen with laptops and Microsoft Word gift cards, she called up

H.Y.P.E. staff member LeeEva Hickerson to present the 2019 Community Appreciation Award. This year's recipient was The Millington Star editor and West 10 Media sports editor Thomas Sellers Jr.

Hickerson reflected on Sellers' time with the newspaper since 2003 and highlighted some of his achievements. Wilburn said Sellers was the fourth honoree for this award because of his dedication to the area youth through his stories, coverage and going beyond the job description to help children reach their full potential.

The Bartlett Express July 29, 2019



**SUMMER
CONVENTION**



**TENNESSEE
PRESS
ASSOCIATION**

**JULY 18-19
2019**



2019 TPA SUMMER CONVENTION TPA CONCURRENT BOARD OF DIRECTORS MEETING AND BUSINESS SESSION

Photos by Mike Towle, Tennessee Press Association



Victor Parkins, The Mirror-Exchange, Milan; Scott Whaley, Chester County Independent, Henderson; and Joe Hurd, Savannah Publishing Co., chitchat with one another prior to the Thursday, July 18 Concurrent Tennessee Press Association Board of Directors Meeting and Business Session conducted at The Read House Hotel in Chattanooga.



Doug Horne leads the July 18 Concurrent Board of Directors Meeting and Business Session as one of his last official acts as TPA president. He is listening to Executive Director Carol Daniels via speaker phone.



Left: Chris Vass, Chattanooga Times Free Press, takes a few moments to catch up on some business while waiting for the July 18 Concurrent TPA Board of Directors Meeting and Business Session to start. Later that day, Vass accepted the reins as TPA president, succeeding Doug Horne, during a reception that featured the traditional passing of the president's gavel, this time between Horne and Vass. Right photo: Gregg Jones (left), The Greeneville Sun, checks his phone, while Frank Zier (right), listens in on his first TPA Board Meeting in his new role as National Account Director for the Tennessee Press Service.



Left: Something has the rapt attention of Jack McNeely, Herald Citizen, Cookeville, during the Concurrent Board of Directors Meeting and Business Session held during the 2019 TPA Summer Convention at The Read House Hotel in Chattanooga. Right: Dave Gould (left, in white shirt), Main Street Media of Tennessee, Gallatin, and Adam Yeomans, Associated Press, Nashville. One of the agenda items discussed during the meeting was the upcoming 150th anniversary of the Tennessee Press Association and various activities and promotions that will be a part of the association's year-long celebration of its milestone anniversary.



TPS President's 2019 Report to TPA Membership

The last time I addressed the TPA board in January 2019, I was able to share the good news that for the first time in several years, TPS was finishing a year in the black.

Today, I'm pleased to report that the positive momentum is continuing. Through the first seven months of this fiscal year, revenues are up 5%, and our net income is \$52,000 better than last year.

That's doubly good news for our newspapers because, keep in mind, the vast majority of TPS ad sales go back to the papers. In the last 12 months, TPS has sold \$1.8 million in advertising and \$1.4 million has been paid to our papers.

In the TPS board meeting earlier today, we reviewed the streamlined organizational chart, and a glance at it will give you a good idea of the renewed focus the TPS has put on sales. Five (including Carol Daniels) of the seven TPS



TPS PRESIDENT'S REPORT

DAVE GOULD



employees are focused on selling advertising. It is clearly our top priority.

A new name on that chart is Frank Zier, a new account executive. Frank has an impressive resume with several years of successful sales experience at large organizations, and he is anxious to get going.

Carol is spending time cleaning up TPS's rate cards. It's important for all of us to keep in mind that the easier we can make it for TPS to sell, the more they will bring in for us. While most papers have given TPS pre-approved rates, some haven't done that and calls back to the papers each time to get those rates can slow down the process. Carol will soon be proposing some new ideas around digital rates that will require buy-in from the members, and we hope you all will give it your full consideration.

Jana Thomasson and David Critchlow have both agreed to serve additional three-year terms and their names will be presented at tomorrow's TPS Stockholder's meeting for approval.

The TPS board approved Dave Gould and Jana Thomasson to serve another year in their roles as president and vice-president of the board, respectively.



TPA Director Daniel Williams, The Paris Post-Intelligencer, makes a point during the TPA Board Meeting and Business Session on July 18 in Chattanooga.



Joy McCaleb, Journalism Education Association, Cookeville, returned to give TPA board members an update on the state of journalism instruction in Tennessee schools.



Keith Ponder, Columbia Daily Herald, takes part in the TPA Board of Directors Meeting and Business Session.



TPA incoming treasurer Eric Barnes, The Daily News, Memphis, goes over some business items with the board.

Thank You!

TPA wishes to thank the following whose support made the Summer Convention a success:

Convention Sponsor

Chattanooga Times Free Press
Celebrating 100 years

Chairmen & Committees

Chris Vass, Summer Convention Chairman,
Chattanooga Times Free Press

Artie Wehenkel, Advertising Committee Chairman,
The Greeneville Sun

Dale Long, Circulation Committee Chairman,
The Greeneville Sun

Alison Gerber, Contests Committee,
Chattanooga Times Free Press

Catherine Luther, Hall of Fame Administrative Committee
University of Tennessee

Convention Presenters & Panelists

Sen. Todd Gardenhire, Rep. William Laberth & Deborah Fisher, TN Coalition for Open Government

Chuck Underwood, The Generational Imperative

Clay Bennett, Allison Collins, Alison Gerber, Barry Courter, Frank Maier & Hamp Rogers

Chattanooga Times Free Press

James Zachary, CNHI Deputy National Editor

Sgt. Steven Brown, Chattanooga Police Dept.

Carol Grubbe, TownNews.com

State Press Contests Awards Presentation

Randy Boyd, Charles Primm, Amy Blakely,

Brian Canever, Melissa Tindell and Sam Thomas

University of Tennessee

Convention Exhibitors

AMG/Parade—Renee Miller

The Newspaper Manager—Greg Booras

Publication Printers Corp.—Danny Pacheco

Spark Digital Sales Group—Rex Kastner

TownNews—Carol Grubbe

Vision Data—Amy Weaver

2019 TPA SUMMER CONVENTION SUNSHINE PANEL (PHOTOS BY TONY CENTONZE, FOR TPA)



Michael Williams, The Paris Post-Intelligencer, listens in at the "Let the Sunshine In" panel discussion that was held Thursday afternoon, July 18, at the 2019 TPA Summer Convention in Chattanooga. Visible over Williams' left shoulder is Carl Esposito, The Daily Times, Maryville.



Panelists for the "Let the Sunshine In" discussion held on the first day of the 2019 TPA Summer Convention were, left to right, State Sen. Todd Gardenhire, District 10, Chattanooga; Deborah Fisher, executive director of the Tennessee Council for Open Government (TCOG); and State Rep. William Lamberth, District 44, Portland.



Calvin Anderson, The New Tri-State Defender, Memphis, settled in for the "Let the Sunshine In" panel discussion held July 18 during the 2019 TPA Summer Convention at Chattanooga's Read House Hotel.



Victor Parkins, The Mirror-Exchange, Milan, was one of the attendees who stood up and asked a question of the "Let the Sunshine In" panelists.



State Rep. William Lamberth, flanked to his right by Deborah Fisher of TCOG, makes a key point during the "Let the Sunshine In" panel discussion held during the TPA Summer Convention in July.



Crystal Huskey, The Courier News, Clinton, listens in at the "Let the Sunshine In" panel discussion that was held July 18 in The Read House Hotel at the 2019 TPA Summer Convention in Chattanooga.



Sara Jane Locke, The Herald-News, Dayton, ponders issues such as open records being discussed with the July 18 "Let the Sunshine In" panel.



Jeff DeLoach, Chattanooga Times Free Press, was among dozens sitting in for the panel discussion that was one of many highlights of a convention in part hosted by him and Times Free Press staffers.

2019 TPA SUMMER CONVENTION FRIDAY BREAKFAST AND Ad/CIRC SESSIONS (PHOTOS BY TONY CENTONZE, FOR TPA)



Jana Thomasson, The Mountain Press, Sevierville, was among those who shared some laughs during Friday's Breakfast with Times Free Press editorial cartoonist Clay Bennett.



Chattanooga Times Free Press award-winning editorial cartoonist Clay Bennett demonstrated during Friday's breakfast that his wit extends far beyond just the printed page.



Lara Wilkerson, Savannah Publishing Co., Savannah, was among the many often amused during Friday's Breakfast with Times Free Press editorial cartoonist Clay Bennett.



Shannon Sayne, Cleveland Daily Banner, seems pleased that she was able to make it to Friday's Breakfast with Times Free Press editorial cartoonist Clay Bennett.



Chuck Underwood, with The Generational Imperative and a pioneer in the field of generational studies, spoke in a July 19 session on "News Media Generational Strategies."



Tony Christen, farragutpress, Farragut, gives his full attention to Chuck Underwood's informative "News Media Generational Strategies" session held Friday, July 19 in Chattanooga.



Jason Hackett, Cleveland Daily Banner, was among those who enjoyed Chuck Underwood's informative "News Media Generational Strategies" session held July 19.



Susan Kelly-Gilbert, Chattanooga Times Free Press, appears to be taking notes during Chuck Underwood's informative "News Media Generational Strategies" session.



Kim Webber, The Courier News, Clinton, appears pleased with Chuck Underwood's informative "News Media Generational Strategies" session held Friday, July 19 in Chattanooga.

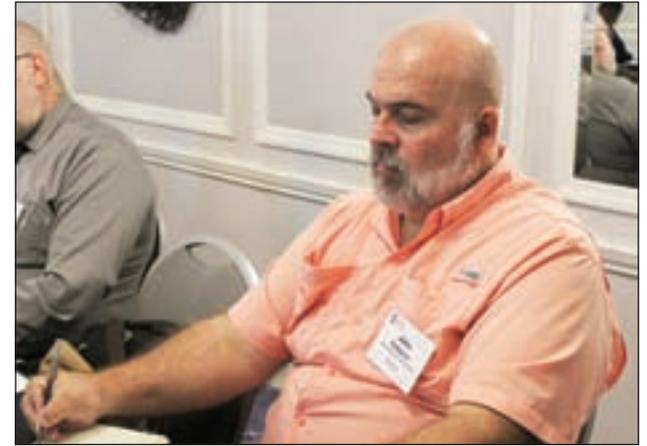
2019 TPA CONVENTION NEWSROOM AND TRAINING SESSIONS (PHOTOS BY MIKE TOWLE, TPA. SEE MORE PHOTOS ON PAGE 12)



Alison Gerber, Chattanooga Times Free Press, led the newsroom session "Going Digital: From 0 to 60" held Friday morning, July 19. One of the points Gerber made was using Facebook as a sourcing tool to contact people who are/were at the scene of a story the Times Free Press is covering.



Barry Courter, Chattanooga Times Free Press, said online video isn't constrained by time limits or location. One suggestion made during the TFP digital-media session was investing in iPhones or iPads to shoot video instead of spending thousands of dollars on traditional camera equipment.



John Osborne, The Kingsport Times-News, takes notes during the digital-newsroom session conducted by members of the Chattanooga Times Free Press staff on Friday, July 19, the second day of the two-day 2019 TPA Summer Convention held at The Read House Hotel in Chattanooga.



Tracey Wolfe, Grainger Today, Bean Station, has won TPA writing and reporting awards, and is always looking to learn more about honing her craft.



Malinda Hunter and Scott Fiedler, TVA, Chattanooga, heard Barry Courter discuss the merits of informative journalism that is also entertaining.



Allison Collins, Chattanooga Times Free Press, helped present the newsroom session "Going Digital: From 0 to 60."



Jim Zachary, CNHI, Valdosta (Ga.) Daily Times, pushed attendees to strive for a more "dynamic" news presentation.



Danny Peppers, Stewart County Standard, Dover, heard Jim Zachary cover a number of topics that included strong commentary, the value of social media and enterprise journalism.



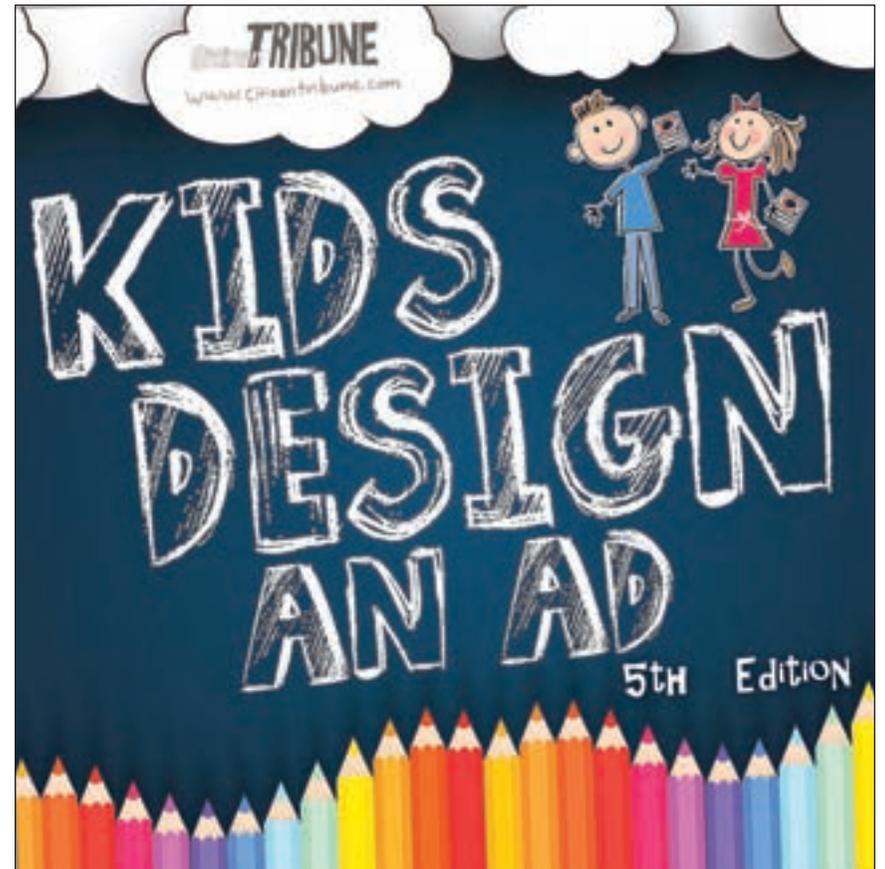
It looks like, with the juxtaposition of photos, that Daniel Richardson, Carroll County News Leader, Huntingdon, is keeping an eye on brother Matthew Richardson (right photo), and vice versa.



Matthew Richardson, The Leader, Covington, sat through newsroom presentations that covered a multitude of topics related to generating increased readership for TPA members.

Ideas Contest

Tennessee Press Association contest for the best Advertising & Circulation Ideas



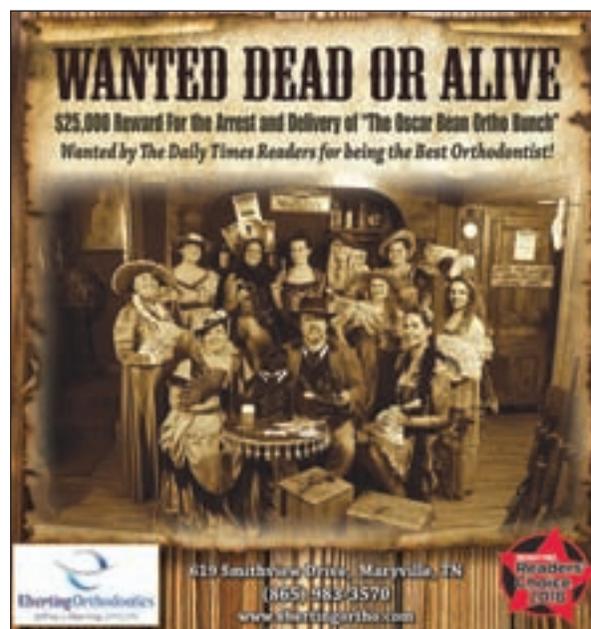
Best of Show

Citizen Tribune, Morristown
Best Special Section



2nd Runner-Up

Chattanooga Times Free Press
Best Niche Product



1st Runner-Up

The Daily Times, Maryville
Best Use of Humor in an Ad

2019 Winners

All 2019 Ideas Contest entrants and convention attendees should have received the link to the slideshow with the images of all of the winners. Contact Robyn Gentile, rgentile@tnpress.com, if you need the link.

Citizen Tribune takes Best of Show in 2019 TPA Ideas Contest

CLIFF HIGHTOWER
Citizen Tribune, Morristown
July 25, 2019

The Citizen Tribune, Morristown, won 28 awards in the 2019 Tennessee Press Association Advertising & Circulation Ideas Contest, with the awards presentations made during the Tennessee Press Association's Summer Convention held in Chattanooga. The Citizen Tribune also took away the top award for Best in Show.

The Lakeway Area newspaper won the Best in Show award with "Kids Design an Ad," an advertisement made by graphic designer Matt Thompson.

Mike Walker, advertising

director for the Citizen Tribune, said he was thrilled the newspaper won the award, especially since the newspaper teamed up with the Hamblen County school system and middle school art programs.

"I don't remember in recent memory the Citizen Tribune advertising department ever winning Best in Show, but that came to life this year with our annual Kids in Design promotion," he said. "We are thrilled in our sixth year of this fun promotion to win Best in Show."

The Citizen Tribune beat The Daily Times of Maryville and the Chattanooga Times Free Press to win the award.

Overall, the newspaper won 11 first-place awards, eight sec-

ond-place awards and nine third-place awards.

The awards were split between advertising and circulation.

"These awards are especially gratifying since the Citizen Tribune is in the same category as the largest newspapers in the state," said Phil Hensley, vice president of circulation for Lakeway Publishers and circulation manager for the Citizen Tribune.

He said the Best of Show was extremely gratifying, given the category had 650 entries from across the state.

"I believe this impressive win total proves we have some of the most dedicated and talented newspaper professionals in the state," he said.

Employees of the newspaper who also won awards shared their thoughts.

Matt Thompson, a graphic artist at the paper, who won first place for Best Professional Service ad, built the Deja Vape ad as a spec ad.

He said he wanted to put "neon in it against a brick background and really spice it up because it went into the Black Friday paper."

Matt went on to say, "The header of the ad said to forget Black Friday as he wanted to make it stand out from all other ads".

Walker said it really got people's attention.

First place in feature page went to a design for Easter services.

"Since faith is a big part of my

life, it made it easier to sell the Easter Services page because churches get so involved in their communities," said Tiffany Anders, classified sales representative for the Citizen Tribune.

The media guide took second place, designed by Thompson.

"I really work hard at our media guide because it could be the first thing a customer sees about the Citizen Tribune," he said.

Second place for best black and white ad was political ads by graphic designer Jon Hayes.

"I really enjoyed laying out this new concept of political advertising," he said. "Because it made sense for the candidates to brand their names."

CATEGORIES

Non-Daily Group 1 — Paid circulation less than 5,000

Non-Daily Group 2 — Paid circulation of 5,000 and above

Daily Group 1 — Paid circulation less than 15,000

Daily Group 2 — Paid circulation 15,000 and above

BEST OF SHOW

Best of Show — Citizen Tribune, Morristown

First Runner-Up — The Daily Times, Maryville

Second Runner-Up — Chattanooga Times Free Press

BEST SPECIAL SECTION

Non-Daily Group 1

1st — The Leader, Covington

2nd — The Courier News, Clinton

3rd — Pulaski Citizen

Non-Daily Group 2

1st — Newport Plain Talk

2nd — Farragut Press

3rd — Farragut Press

Daily Group 1

1st — Herald-Citizen, Cookeville

2nd — Herald-Citizen, Cookeville

3rd — Herald-Citizen, Cookeville

Daily Group 2

1st — Citizen Tribune, Morristown

2nd — Kingsport Times-News

3rd — Bristol Herald Courier

BEST SELF-PROMOTION OF A NEWSPAPER

Non-Daily Group 1

1st — Roane County News, Kingston

2nd — Independent Appeal, Selmer

3rd — Pulaski Citizen

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

Daily Group 1

1st — Cleveland Daily Banner

2nd — The Daily Times, Maryville

3rd — The Greeneville Sun

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Chattanooga Times Free Press

3rd — Citizen Tribune, Morristown

BEST SALES PROMOTION FOR A RETAILER

Non-Daily Group 1

1st — Carthage Courier

2nd — Carthage Courier

3rd — Carthage Courier

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

Daily Group 1

1st — The Daily Times, Maryville

BEST USE OF MULTI-COLOR AD

Non-Daily Group 1

1st — Roane County News, Kingston

2nd — Grainger Today, Bean Station

3rd — The Courier, Savannah

Non-Daily Group 2

1st — Farragut Press

2nd — Stewart County Standard

3rd — Southern Standard, McMinnville

Daily Group 1

1st — Herald-Citizen, Cookeville

2nd — Cleveland Daily Banner

3rd — The Daily Times, Maryville



All Ideas Contest Awards Luncheon photos by Tony Centonze, for Tennessee Press Association

Dale Long, The Greeneville Sun, brought out the pom-poms to liven up the proceedings for the 2019 TPA Ad/Circ Ideas Contest Awards Luncheon held July 19 as part of the TPA Summer Convention at The Read House Hotel in Chattanooga.

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Chattanooga Times Free Press

3rd — Citizen Tribune, Morristown

BEST USE OF SINGLE-COLOR AD

Non-Daily Group 1

1st — The Courier News, Clinton

2nd — Pulaski Citizen

3rd — Pulaski Citizen

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

See **AWARDS** Page 9

AWARDS from Page 8

Daily Group 1

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

BEST BLACK & WHITE AD

Non-Daily Group 1

- 1st — Dunlap Tribune
- 2nd — Pulaski Citizen
- 3rd — Pulaski Citizen

Non-Daily Group 2

- 1st — Stewart County Standard
- 2nd — Farragut Press
- 3rd — Stewart County Standard

Daily Group 1

- 1st — Herald-Citizen, Cookeville
- 2nd — The Daily Post-Athenian, Athens
- 3rd — Herald-Citizen, Cookeville

Daily Group 2

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

BEST FEATURE PAGE OR PAGES

Non-Daily Group 1

- 1st — Brownsville Press
- 2nd — Grainger Today, Bean Station
- 3rd — Weakley County Press, Martin

Non-Daily Group 2

- 1st — Farragut Press
- 2nd — Farragut Press
- 3rd — Farragut Press

Daily Group 1

- 1st — The Greeneville Sun
- 2nd — The Daily Post-Athenian, Athens
- 3rd — The Daily Post-Athenian, Athens

Daily Group 2

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

- 3rd — Citizen Tribune, Morristown

BEST 1/4-PAGE OR SMALLER AD

Non-Daily Group 1

- 1st — Grainger Today, Bean Station
- 2nd — Pulaski Citizen
- 3rd — The Leader, Covington

Non-Daily Group 2

- 1st — Farragut Press
- 2nd — Stewart County Standard
- 3rd — Farragut Press

Daily Group 1

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

Daily Group 2

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

BEST FOOD STORE AD

Non-Daily Group 1

- 1st — Grainger Today, Bean Station
- 2nd — Brownsville Press
- 3rd — Grainger Today, Bean Station

Daily Group 1

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

Daily Group 2

- 1st — Bristol Herald Courier
- 2nd — Bristol Herald Courier
- 3rd — Bristol Herald Courier

BEST AUTOMOTIVE AD

Non-Daily Group 1

- 1st — Grainger Today, Bean Station
- 2nd — The Leader, Covington
- 3rd — Brownsville Press

Non-Daily Group 2

- 1st — Southern Standard, McMinnville

Best of Show & Runners-up

All Ideas Contest Awards Luncheon photos by Tony Centonze, for TPA



Phil Hensley (left) and Jack Fishman (center), both of the Citizen Tribune, Morristown, receive the 2019 TPA Ideas Contest Best of Show Award from awards ceremony emcee Artie Wehenkel, The Greeneville Sun, during the awards luncheon held July 19 at The Read House Hotel in Chattanooga. The awards event was part of the two-day 2019 TPA Summer Convention.



Bryan Sandmeier (left), The Daily Times, Maryville, receives the first runner-up plaque from luncheon emcee Artie Wehenkel, The Greeneville Sun, during the TPA Ideas Contest awards luncheon held July 19 in Chattanooga.



Kathy Payne, Chattanooga Times Free Press, accepts the second runner-up plaque from emcee Artie Wehenkel, The Greeneville Sun, during the 2019 TPA Ideas Contest Awards Luncheon July 19 in Chattanooga.

- 2nd — Farragut Press
- 3rd — Farragut Press

Daily Group 1

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

Daily Group 2

- 1st — Bristol Herald Courier
- 2nd — Citizen Tribune, Morristown
- 3rd — Citizen Tribune, Morristown

BEST PROFESSIONAL SERVICE AD

Non-Daily Group 1

- 1st — Brownsville Press
- 2nd — Brownsville Press

AWARDS from Page 9

3rd — Brownsville Press

Non-Daily Group 2

1st — Farragut Press
2nd — Farragut Press
3rd — Farragut Press

Daily Group 1

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

Daily Group 2

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

BEST FURNITURE AND/OR APPLIANCE AD

Non-Daily Group 1

1st — Independent Appeal, Selmer
2nd — Grainger Today, Bean Station
3rd — Independent Appeal, Selmer

Non-Daily Group 2

1st — Farragut Press
2nd — Farragut Press

Daily Group 1

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

Daily Group 2

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

BEST SUBSCRIPTION PROMOTION IDEA

Non-Daily Group 1

1st — Brownsville Press
2nd — Roane County News, Kingston
3rd — Carthage Courier



Ann Cason (left) and Krista Etter, both of Grainger Today, Bean Station, were among the many attendees who filled a convention ballroom July 19 for the TPA Ad/Circ Ideas Contest Awards Luncheon at The Read House Hotel in Chattanooga.



Matthew Crabtree (left) and Fallon Lee, The Daily Post-Athenian, Athens, seem to be enjoying festivities during the TPA Ad/Circ Ideas Contest Awards Luncheon held July 19 as part of the TPA Summer Convention at The Read House Hotel in Chattanooga.

Non-Daily Group 2

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

Daily Group 1

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

Daily Group 2

1st — Citizen Tribune, Morristown
2nd — Citizen Tribune, Morristown
3rd — Citizen Tribune, Morristown

BEST CARRIER CONTEST IDEA

Daily Group 1

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

Daily Group 2

1st — Citizen Tribune, Morristown

BEST RACK CARD

Non-Daily Group 2

1st — Southern Standard, McMinnville

Daily Group 1

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

Daily Group 2

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

BEST SINGLE-COPY PROMOTION

Daily Group 1

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

Daily Group 2

1st — Citizen Tribune, Morristown

BEST OVERALL WEBSITE

Non-Daily Group 1

1st — Pulaski Citizen
2nd — Pulaski Citizen
3rd — Carthage Courier

Daily Group 1

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

BEST INTERNET BANNER OR TILE AD



All Ideas Contest Awards Luncheon photos by Tony Centonze, for TPA

Sheena Meyer, Cleveland Daily Banner, appeared plenty upbeat at the TPA Ad/Circ Ideas Contest Awards Luncheon held July 19 at The Read House Hotel in Chattanooga.

Non-Daily Group 1

1st — Pulaski Citizen

3rd — The Greeneville Sun

Daily Group 2

1st — Chattanooga Times Free Press

Daily Group 1

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

See **AWARDS** Page 11



Danny Pacheco, of Publications Printers, Denver, Colo., was among those who saw dozens of newspapers recognized during the TPA Ideas Contest Awards Luncheon.



Becky Barger, The Bledsonian Banner/The Dunlap Tribune, Pikeville, pictured during the Ideas Contest Awards Luncheon held July 19 at The Read House Hotel in Chattanooga.



All Ideas Contest Awards Luncheon photos by Tony Centonze, for TPA
Diandra Womble, Shelbyville Times-Gazette, at the Ad/Circ Ideas Contest Awards Luncheon.



Geneva McDowell, The Advocate & Democrat, Sweetwater, saw more than 200 awards given out during the Ad/Circ Ideas Contest Awards Luncheon held July 19.



Lee Sherbakoff, of the Nalls Sherbakoff Group, Knoxville, enjoyed seeing Tennessee newspapers gain recognition during the Ad/Circ Ideas Contest Awards Luncheon.

AWARDS from Page 10

BEST N.I.E. SPONSORSHIP RECRUITMENT

Daily Group 1

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

Daily Group 2

- 1st — Citizen Tribune, Morristown

BEST CARRIER RECRUITMENT

Daily Group 1

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

BEST SUBSCRIBER RETENTION PROGRAM

Non-Daily Group 1

- 1st — Independent Appeal, Selmer

Daily Group 1

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

Daily Group 2

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

BEST INTERNET SUBSCRIPTION PROMOTION

Non-Daily Group 1

- 1st — Carthage Courier

Daily Group 1

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

Daily Group 2

- 1st — Citizen Tribune, Morristown

BEST MARKETING MATERIALS

Non-Daily Group 2

- 1st — Farragut Press
- 2nd — Farragut Press
- 3rd — Farragut Press

Daily Group 1

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

Daily Group 2

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

BEST NICHE PUBLICATION

Non-Daily Group 1

- 1st — Independent Appeal, Selmer
- 2nd — The Courier, Savannah
- 3rd — Independent Appeal, Selmer

Non-Daily Group 2

- 1st — Farragut Press
- 2nd — Farragut Press
- 3rd — Farragut Press

Daily Group 1

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

Daily Group 2

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



submitted photo

Winners of the cash prizes in the Circulation Idea Exchange: Tommie Condry, LaFollette Press, Dale Long, The Greeneville Sun, and Patsy Ruppe, Roane County News, Kingston.

BEST USE OF HUMOR IN AN AD

Non-Daily Group 1

- 1st — Roane County News, Kingston
- 2nd — Brownsville Press
- 3rd — Pulaski Citizen

Non-Daily Group 2

- 1st — Farragut Press

Daily Group 1

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

Daily Group 2

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

**2020
Ideas
Contest
Deadline:
Feb. 28**

AWARDS from Page 11

BEST NEWSPAPER IN EDUCATION (N.I.E.) PROMOTION

Non-Daily Group 1
1st — Pulaski Citizen

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

BEST DEALER/VENDOR PROMOTION

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

BEST BULK PROMOTION

Daily Group 1
1st — The Greeneville Sun

BEST READER CONTEST

Non-Daily Group 1
1st — The Leader, Covington
2nd — The Courier, Savannah
3rd — Pulaski Citizen

Non-Daily Group 2
1st — Farragut Press
2nd — Farragut Press
3rd — Farragut Press

Daily Group 1
1st — The Daily Post-Athenian, Athens

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

BEST CLASSIFIED SECTION

Non-Daily Group 1
1st — Grainger Today, Bean Station
2nd — Independent Appeal, Selmer
3rd — Carthage Courier

Non-Daily Group 2
1st — Farragut Press

Daily Group 1
1st — Cleveland Daily Banner
2nd — Herald Citizen, Cookeville

TPA SUMMER CONVENTION Ad/CIRC SESSIONS (PHOTOS BY TONY CENTONZE, FOR TPA)



Convention attendees had many options to hear expert presenters, such as Carol Grubbe (right). Arms propped against chins is usually a sign of a good presentation.



Carol Grubbe, senior regional sales manager for TownNews.com, made a Friday afternoon presentation about how to increase advertising sales performance.



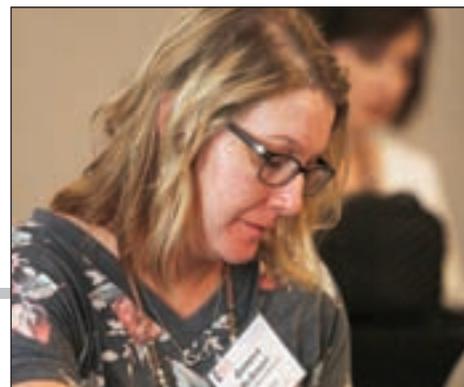
Frank Maier, Chattanooga Times Free Press, moderated a Friday afternoon session discussing Circulation Ideas. This was one of the numerous TPA Summer Convention's events.



Patsy Ruppe, Roane County News, Kingston, listened in on the discussion on Circulation Ideas.



Mark Richardson, The Leader, Covington, was on hand for the Circulation Ideas session.



Geneva McDowell, The Advocate & Democrat, Sweetwater, sat in for the Carol Grubbe session.



No discussion of Circulation Ideas is complete without Dale Long, The Greeneville Sun.

TPA thanks the Chattanooga Times Free Press for hosting a wonderful convention!