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Mauney named The Greeneville Sun publisher

SUBMITTED
The Greeneville Sun
December 19, 2019

A quiet and historic transition occurred at The Greeneville Sun Jan. 1, as, for the first time in more than 103 years, The Sun's publisher will not be a member of the Jones-Susong family who built and developed the award-winning newspaper.

Paul W. Mauney, general manager of The Sun since joining Adams Publishing Group in 2019, has succeeded Gregg Jones in the publisher role as Jones begins a new association with APG, the company that owns The Greeneville Sun. Concurrently with his new publisher role, Mauney will continue as regional president of APG Media of Tennessee/North Carolina/Virginia.

APG has owned The Green-



Mauney



Gregg Jones

eville Sun since September 2016. The Sun is one of 30 daily APG newspapers. APG also owns more than 100 non-daily newspapers and other enterprises operating in 20 states and the District of Columbia.

In addition to being publisher of The Greeneville Sun, Jones has been president of the Eastern Division of APG (east of the Mississippi River except Wisconsin) for more than three years, and

executive vice president of APG as a whole for the same period. He is stepping away from those operational roles, however, to work with APG as senior advisor. In this new capacity, Jones will travel extensively as a representative of APG President and CEO Mark Adams and his family. He also will be a frequent APG representative at conferences and on media industry-related boards, and will be involved in special projects within APG as they arise.

Jones expressed confidence in Mauney as his successor at The Sun. "My expectations of Paul are great," Jones said, "given that my respect for him comes not just because he is one of the finest newspapermen I have ever known, but because of his long-demonstrated commitment to producing wonderful newspapers that reflect

and engage their readership, his dedication to fighting for progress in the communities he serves and his strong integrity."

Jones cited his prior awareness of Mauney's professional reputation as influential in making Mauney a strong candidate for the publisher role. "I have known Paul Mauney for many years to be a great leader and to be highly respected in the newspaper industry. When I realized it was time for me to make this transition in my career, Paul became the perfect choice to succeed me as the Sun's publisher," Jones said. He added, "I believe my father, the late John M. Jones, and my grandmother, the late Edith O'Keefe Susong, would heartily approve.

"Paul brings with him a

See **MAUNAY** Page 2

Lee claims privilege in denying records

KIMBERLEE KRUESI and
JONATHAN MATTISE
Associated Press
January 13, 2020

Tennessee Gov. Bill Lee's administration has invoked executive privilege multiple times to withhold documents from public records requests, even though such privilege is not defined in the state's law, nor mentioned in its constitution.

Officials in Lee's office say they are using it interchangeably with a separate protection when documents are deemed part of the executive office's decision-making process.

Supreme courts in a handful of states have upheld a governor's right to claim executive privilege in some circumstances.

According to documents provided by Lee's team, "executive privi-

lege" was cited three times during 2019 — the Republican's first year in office — when denying certain documents from being released to the public.

Tennessee statutes, including the state's open records laws, do not define executive privilege. The Tennessee Constitution does not mention it.

However, Lee's communication director Chris Walker says executive privilege is not a new exemption. Instead, he says it is being treated as the same established exemption known as the "deliberative process" privilege.

That exemption allows high government officials a "deliberative process" privilege that ensures certain documents remain secret if officials determine them part of their decision-making process.

In each instance where the governor's office cited executive

privilege to deny public records, it also cited deliberative process. The governor's office did not explain why both exemptions were used if they are supposed to be interchangeable.

Documents shielded by attorney-client privilege are also protected from being released in Tennessee.

Lee administration declined to fill 13 public records requests in 2019

Deborah Fisher, executive director of the Tennessee Coalition for Open Government, says open government advocates worry that deliberative process exemptions will be used too broadly — thus making it difficult to know whether it's being used improperly without

See **LEE** Page 3

Revised Schedule for 2020 TPA Winter Convention

Wednesday, Feb. 12
10:00 a.m. TPS Board of Directors
1:00 p.m. TPA Government Affairs Committee Meeting
2:00 p.m. TPA Board of Directors Meeting & Concurrent Business Session
3:30 p.m. TPA Foundation Board of Trustees Meeting
5:00 p.m. Opening Reception (all state legislators are invited)
7:00 p.m. Dinner on one's own

Thursday, Feb. 13
7:45 a.m. Breakfast: Public Notices
9:00 a.m. Address by Gov. Bill Lee
9:30 a.m. Uncovering the Police
10:30 a.m. Vanderbilt Poll
11:00 a.m. Lt. Gov. Randy McNally and Speaker of the House Cameron Sexton
Noon Luncheon
1:45 p.m. Convention adjourns

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CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Mike Towle, (615) 293-5771; send a note to 118 East Kingwood Drive, Suite F16, Murfreesboro, TN 37130, or email editor@tnpress.com. The deadline for the April 2020 issue is Tuesday, March 3.

Holy casseroles! Caught unaware by CorningWare

Now that newspapers are embracing big data and all the rich information that can be mined from millions of mouse clicks, newsrooms have more insights into what attracts readers to their websites. Deep-dive investigation into police misbehavior? Feel-good feature on a high school football coach? Breaking story on a major new industry moving to town or the closing of a sporting goods store? Sure.

Then there are the surprises, like the one we got in early January.

Our digital editor noticed something brewing on a Sunday. By Monday morning, traffic was picking up. Thousands of page views. Same for the next couple of days. The story was going crazy online.

Did Oprah utter the words recently? Did Trump mention it in a tweet? Did “Saturday Night Live” do a skit parodying it? By mid-month, this story had generated 97,500 (and still climbing) page views — from 25 countries.

The story? “CorningWare Collectibles: Glass expert explains why there may be money in your kitchen cabinets” — written in February 2014 by a longtime Times Free Press Lifestyle reporter who was advancing an antique show in Chattanooga.

That’s right. A story written in 2014.

There is a certain irony in a 6-year-old story stomping the digital pants off a website full of breaking news.

Since her story resurfaced, writer Susan Pierce has fielded phone calls and email inquiries from Ontario to Pennsylvania. Readers wanted to know how much their CorningWare was worth (they were referred to



**YOUR
PRESIDING
REPORTER**

CHRIS VASS

eBay), one wanted to bring her collection to show her (no, thank you). One caller, a man, wanted to know if Susan wanted to buy his mother’s CorningWare collection (an emphatic no). Another caller was sure her CorningWare pieces “must be worth something because she’d had them since the 1970s.” (Again, check eBay.)

Read the story: Go to <https://tinyurl.com/vmdf94g>. Hey, you might help that story crack 150,000 page views!

We quickly learned that some 60 years after its introduction, the cookware still has sizzle. On eBay, for example, we saw some CorningWare bidding for \$60,000. Who knew?

A little sleuthing by Assistant News Editor Colin Stewart revealed a possible origin of the hot interest in cookware: An Australian website on March 13, 2019, posted a story, “Check your pantry NOW! Your old CorningWare dishes could be worth a fortune.” If you do a Twitter search for #CorningWare, the latest tweets reference eBay items for bid and the Australian website. Even though the article was posted nine months ago, references to it skyrocketed in early January.

The CorningWare story rebound underscores what we know about what resonates with readers and makes them click and stick. We get it — just about every household has — or had — CorningWare in the kitchen. An emotional attachment, a generational attachment, and, yes, a financial interest. The remarkable web traffic the story generated also reminds us that once on the web, it’s always on the web, and that stories unpredictably can resurface and potentially help you.

In this case the CorningWare story was interesting but ultimately not that helpful to our goals. After all, we are focused on persuading in-market readers to subscribe and stay with us for the long haul. Those clickers in Ontario and the Keystone State are unlikely to become online subscribers. Page views are one thing; paying subscribers are the goal.

While we build reader loyalty with solid local reporting and storytelling, the overwhelming response to an old story offered the newsroom a light-hearted reminder of the randomness of what we do, and how an off-the-wall story rebound can mess with your online metrics for the month.

The bottom line? Sometimes when you catch lightning in a bottle, you just have to enjoy the brief jolt to your web traffic.

And the bottom-bottom line? Never underestimate the value of solid SEO. Whatever you are writing about, put THAT in your headline.

Chris Vass is president of the Tennessee Press Association for 2019-2020. Contact her at cvass@timesfreepress.com.

MAUNEY from Page 1

wealth of experience and expertise, which I am confident he will put to good use for The Greeneville Sun and all of APC’s newspapers, associates and the communities they serve. Paul and his wife, Angie, will be great additions to the Greene County community and are already aggressively exploring their housing options here.”

Mauney joined Adams Publishing in June 2019 after managing multiple properties as regional publisher of Gatehouse Media’s North Carolina newspapers in the

central part of that state. He began his newspaper career in 1987 as district sales manager at The Shelby Star in North Carolina, then held circulation and advertising positions at North Carolina newspapers, The Henderson Dispatch and The Enquirer-Journal in Monroe, and at Tennessee newspapers, The Daily News Journal in Murfreesboro and The Review Appeal/Brentwood Journal in Franklin, before coming back to several North Carolina newspapers.

Mauney also was publisher of The Recorder/Noticiero Semanal in Porterville, Cal., from 2004 to

2006, then general manager of the Newspaper Division of Freedom Communications before moving to Burlington, N.C., as publisher in 2008. There, he eventually became regional publisher, adding oversight of The Asheboro Courier-Tribune and The Dispatch of Lexington to his responsibilities.

Regarding his work with APG, Mauney said, “I’m incredibly thankful to have this expanded opportunity to become the publisher of The Greeneville Sun in addition to overseeing the Adams Publishing Group operations elsewhere in Tennessee, North Carolina and Virginia.

This column brought to you by Tennessee Press Association Winter Convention 2020

Looking forward to seeing everyone there!

The Tennessee General Assembly began the 2020 legislative session with almost 200 new bills filed in the first week. Several of the new bills would change the Tennessee Code regarding public notice and/or public records, and we are tracking bills that concern us from the 2019 session.

You've read this before, and you've heard me say it over and over, but as Muhammed Ali said, "It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen."

Get to know your local representatives.

If you don't know your local member of the House of Representatives or the senator who represents your readers, make the effort to get to know them, and for them to know you. When legislators get to Nashville and



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

our lobbying team starts talking with them about media, newspapers, newsletters, online, etc., the legislators often think METRO, because that is what they are seeing when they are here. We want them thinking about their hometown newspaper and how important those newspapers are to their local community. I also want them to understand all the many ways your newspapers are contributing to the community. You are a business, you are an employer, you contribute to the community by being a "watchdog" and you entertain and inform.

The Winter Convention Opening Reception is a great time to spend with your local representatives. Legislators will get their reception invitation from TPA next week, but if you have a chance to invite them yourselves, please do.

This Winter Convention has some good sessions. There will be a panel with Richard Hollow, our legal counsel, and Megan Lane and Matt King (who work with me to lobby on your behalf) in which they address the status of public notices and the challenges we face.

Gov. Bill Lee will have his own "session" with editors, publishers, reporters and invited students instead of our normal governor's lunch. We will also have a session with Speaker of the House Cameron Sexton and Lt. Governor Randy McNally.

Jack McElroy will be conducting a session that is titled 'Uncovering the Police.' I've heard this presentation and you don't want

to miss it!

We will be wrapping up our Winter Convention with lunch with Ken Paulson. As you know, the Free Speech Center at MTSU is partnering with TPA to bring new and dynamic ads highlighting the importance of the First Amendment for members to run in their newspapers.

This is going to be a busy convention. and I am very grateful to all of you who are able to reach out to your local lawmakers so they know who you are, and, of course, are able to heed the call when asked to talk to them about specific bills.

Looking forward to seeing everyone in February!

Carol

Carol Daniels is executive director of the Tennessee Press Association.

LEE from Page 1

involving the courts.

"I think it would be helpful if the governor's office explained in more detail what they consider as covered by deliberative process," Fisher said in an email.

In total, Lee's administration in 2019 declined to fulfill 13 public records requests after determining they fell under executive privilege, deliberative process or attorney-client privilege. The overwhelming majority of those requests came from news reporters from Tennessee.

Most recently, Lee's office cited executive privilege, deliberative process and attorney-client privilege after The Associated Press submitted a public records request in December seeking all emails and other pertinent documents surrounding the governor's recent decision to keep accepting refugees in Tennessee.

"When there's a reason for privacy — and certainly there are when there is a deliberation on policy or there's a reason it would not be beneficial to the people of Tennessee to provide information — then certainly that privilege should be used and that delibera-

tive process should be protected," Lee said Friday.

Presidents have used executive privilege to keep information from the courts, Congress and the public to protect the confidentiality of the Oval Office decision-making process.

As in Tennessee, there is no reference to presidential executive privilege in the U.S. Constitution, but the Supreme

Court has held that it derives from the president's ability to carry out the duties the commander in chief holds under the Constitution.

To date, supreme courts in a handful of states have said a governor is allowed to claim executive privilege as a reason to withhold documents from the public.

In 2013, Washington's state Supreme Court ruled 8-1 that the governor there is allowed to claim "executive privilege" even though that exemption isn't among the hundreds listed in state law.

However, the court also added



TPA file photo

Tennessee Gov. Bill Lee speaking at the 2019 TPA Winter Convention in Nashville.

that the privilege applied only to communications made to inform policy choices. Gov. Jay Inslee, who took office the same year as the ruling, has not exercised the privilege so far.

The next year, the Oklahoma Supreme Court agreed that the state's governor had a unique privilege not subject to the state's Open Records Act.

As in Washington, Oklahoma justices said the privilege could apply only to policy deliberations

or making a discretionary decision. However, the privilege could also be subject to review by a judge.

More than 500 exemptions to public records in statutes

Tennessee's statutes include more than 500 exemptions to public records, and more exist through case law.

Lee, a first-time politician, vowed to make government more transparent when he took over the top elected office in 2019.

However, the governor has not yet followed through on a promise to overhaul Tennessee's public records and open meeting laws that he initially promised during his transition.

And he has no immediate plans to start doing so.

"We are always looking for more opportunities to be more transparent with processes, but I don't have any plans in my legislative package," Lee said when asked about 2020 and the upcoming legislative session.

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FOR YOUR CALENDAR

FEBRUARY 2020

12-13: 2020 Tennessee Press Association Winter Convention, DoubleTree Nashville Downtown Hotel, Nashville

17-19: 2020 Key Executives Mega-Conference, Southern Newspaper Publishers Association, Omni Fort Worth Hotel, Fort Worth, Tex.

21: Entry deadline for 2020 TPA Press Contests

24-28: TPA judges Georgia Press Association contest

28: Entry deadline for 2020 TPA Ideas/Circ Ideas Contest

MARCH 2020

5-8: 2020 Investigative Reporters and Editors (IRE) Computer-Assisted Reporting (CAR) Conference, New Orleans, La.

11-14: College Media Association Spring National College Media Convention 2020, New York

Marriott Marquis, New York City

15-17: Sunshine Week

APRIL 2020

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

23-28: 2020 International News Media Association (INMA) World Congress of News Media, Paris, France

JUNE 2020

18-19: TPA Summer Convention, Pigeon Forge

19: TPA Ad/Circ Conference, Pigeon Forge

19: TPA State Press Contests Awards Banquet, Pigeon Forge

18-21: 2020 Investigative Reporters and Editors (IRE) Annual Conference, Gaylord National, National Harbor, Md.

OCTOBER 2020

21-25: College Media Association Fall National College Media Convention 2020, in conjunction with Associated Collegiate Press, Atlanta Hyatt Regency, Atlanta, Ga.

JULY 2021

24-26: 2021 Tennessee • Arkansas • Mississippi Press Associations Tri-State Convention, Memphis

Get prospects involved in your presentations

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.

The prospective client was a residential real estate development company that was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to



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JOHN FOUST

develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad, and black and red

markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of

the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a family member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a

mocked-up newspaper page. You can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.”

Copyright 2020 by John Foust. All rights reserved. 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

NEWS

2020 TPA Summer Convention set for June 18-19

The Tennessee Press Association has set the date for its 2020 Summer Convention. The 150th Anniversary Summer Convention will be held June 18-19 at the Music Road Resort in Pigeon Forge, Tenn.

TPA will have a day at Dollywood on Thursday, June 18. Plan now to attend. Convention details will be available March 18.

Times-Gazette and Tribune sold

The Shelbyville Times-Gazette, the Marshall County Tribune and the Bedford-Marshall County Shopper have been sold by Rust Communications to Holler Media LLC. The sale was effective on Nov. 15.

Bringing back ownership of the Shelbyville Times-Gazette and the

Marshall County Tribune to Middle Tennessee affirms the purpose of these community newspapers: to involve readers of Bedford and Marshall counties with their communities and to give area businesses an outlet for their message to reach locally-minded customers and clients.

The owners of Holler Media are graduates of the University of Tennessee and live in the Nashville area.

*Shelbyville Times-Gazette
Nov. 21, 2019*

Editor’s note: Rust Communications purchased the Shelbyville Times-Gazette in 2004 and the Lewisburg Tribune and the Marshall Gazette in 2005. It later combined the Lewisburg Tribune and Marshall Gazette into one publication—the Marshall County Tribune.

Herald-Citizen moves to morning delivery

Beginning in January, subscribers of the Herald-Citizen, Cookeville, began receiving their printed newspaper by 6 a.m. Tuesday through Friday. Sunday delivery will remain the same.

“Since announcing our plans last month to move to morning delivery, the response from our readers and advertisers has been overwhelmingly positive,” said Publisher Jack McNeely.

McNeely also emphasized that the morning newspaper will offer the same local news, sports and features that subscribers have come to love in the afternoon paper.

*Herald-Citizen, Cookeville
Jan. 4, 2020*

Enterprise no longer delivered out of state

Tri-County Publishing, Inc. announced that effective Jan. 1, its newspapers will no longer offer new print subscriptions to mailing addresses outside of Tennessee. Those subscribers can receive an online-only subscription.

The lone exception to out-of-state subscriptions is to addresses in southwest Kentucky for the Dresden Enterprise. This affects less than 1 percent of the Enterprise’s and Banner’s paid circulation. Any out-of-state subscriber, currently receiving a print edition, will continue to do so until his or her subscription expires. After that,

online-only is available.

Tri-County Publishing is following the lead of several newspapers in the U.S. that have ceased mailing to out-of-state subscribers because of the lengthy time of delivery and the cost of mailing.

*Dresden Enterprise
Dec. 18, 2019*

KNS using new online commenting system

Starting in December, Knox News joined 23 news organizations across the USA TODAY Network to find a solution to make online commenting an inviting and thoughtful space.

Their new commenting system is designed to build a community and improve conversation about issues that matter to readers. It’s been termed a “thoughtful space” for subscribers invested in Knoxville.

The new commenting system, called Coral, replaces Facebook Comments on knoxnews.com.

As part of this test, conducted in conjunction with the Center for Media Engagement and Coral, newsrooms across the country are experimenting with different ways to facilitate commenting.

With Coral commenting, you can, among other things:

- Mute annoying voices
- See when commenters join
- Manage your privacy
- Download your history
- Share discussions

Receive notifications when a journalist interacts with you
Coral’s moderation system is built to be fast and easy to use, and it’s designed to keep out the commenters who are there to derail engaging and thought-provoking conversations.

*Knoxville News Sentinel
Dec. 4, 2019*

Free webinars for TPA members

Jan. 30
Classifieds 2020

Feb. 21
Time Management
Tips of Media Sales
Superstars

Visit
www.OnlineMediaCampus.com
to register for webinars.

Contact rgentile@tnpress.com
for the coupon code.

240 archived webinars
are available



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
December 2019	\$123,974	\$15,859
Year* as of Dec. 31	\$123,974	\$15,859

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

Ten things I forgot about being a newspaper reporter

A few months ago, I bailed out of a pretty sweet gig in corporate communications and returned to my roots in the newsroom of the Chattanooga Times Free Press. The reasons abound, but the upshot is that I got homesick for the work I had always loved and felt put here to do.

I spent 13 years as a journalist, then spent not quite 12 as a corporate hack. Now, because of math and the space/time continuum, I'm kind of old. One of the benefits of being kind of old is that you realize you can pretty much do whatever you want. So I went back and, y'all, I was right in recalling that there



GUEST COLUMN

MARY FORTUNE

is just no better, more terrible job than cranking out news every day.

Since I was gone awhile, I forgot some stuff. Now I remember it. So here's a list about that, because if website data shows us anything, it shows us that readers love lists.

1. My sense of self-worth is only as good as my most recent byline.

Did I write a kind of lame story just to have something to fill the dead holiday week? I feel like a lame phony who has no right to the oxygen I consume. Did I deliver a rock-solid piece of reporting that became the day's most-clicked article? I feel like a journalism goddess shooting lightning from my pen. It's an emotional see-saw that never stops soaring and descending because news Never. Freaking. Stops.

2. The level of autonomy journalists have is intoxicating. The work is yours to do how and when and the way you want to do it. OK, yes, you have to cover the meeting or

chase the issue or attend the event and yes, you have to turn that article around by deadline — but do you have to run it through 20 levels of approval and make PowerPoint presentations to multiple committees and never actually get to ever finish anything? NO! You do not! You will start the work, you will finish the work, and that will be the process. For better or for worse (and, y'all, it's a coin toss every day), stuff gets done. You own your fate.

3. Reporters and editors and columnists and photographers and pretty much anyone else who has chosen to spend their lives in the

pursuit of human stories and the protection of the First Amendment are the very best people around. They are not interested in making a bunch of money or impressing anyone or proving anything beyond the value of their craft to the people they serve — those people being ALL THE PEOPLE. They are quirky and bright, they are irreverent and soft-hearted, they are brave and often exhausted by the demands of what they do every day (now with the added bonus of crushing uncertainty about the future of their industry. Wheee!).

See **TEN THINGS** Page 8

TRACKS

Greenville Sun announces new newsroom staff

The Greenville Sun recently announced changes and additions in its newsroom staff.

Cameron Judd has assumed the role of assistant editor; Lorelei Goff has been named lifestyles editor; and Cicely Babb has joined the staff full time as a reporter covering the education and business beats, as well as the town of Mosheim.

Judd and Goff are splitting some of the duties of former assistant editor Sarah Gregory, who also oversaw the Lifestyles department



Judd

and weekly Accent publication. Gregory left The Sun at the end of 2019 to relocate.

In addition to being assistant editor, Judd will continue writing his award-winning column, "Clips To Keep," and will write more feature stories about life and people in Greene County.

A 1979 graduate of Tennessee Tech University and Cookeville native who has lived in Greene County since late 1982, Judd holds a Bachelor of Science degree in



Goff

English/journalism.

His prior posts at The Greenville Sun have included staff writer, assistant managing editor for special projects, managing editor, promotions coordinator, and columnist. He also worked nearly a decade in communications and public information at Tusculum College, prior to it becoming Tusculum University, and spent several years as a full-time writer of traditional western and frontier novels,



Babb

including several rooted in Tennessee history.

Judd has earned extensive recognition for his writing as a journalist and novelist. His works made him a three-time national finalist in the Western Writers of America's annual Spur Awards competition. His Tennessee fiction won the Wilma Dykeman Award from the East Tennessee Historical Society in 2005. His journalism at The Greenville Sun has received multiple

awards from the Tennessee Press Association and other professional organizations.

His most recent journalism honor came for his weekly Sun column "Clips To Keep," which in 2019 received first place for Best Personal Column as designated by the TPA.

Goff, who will head up Lifestyles and Accent, earned a bachelor's degree in interdisciplinary studies with concentrations in journalism and environmental studies from East Tennessee State University in 2015.

See **TRACKS** Page 12



Contests deadlines

State Press Contests (Newsroom)

—Feb. 21

Ideas Contest (Advertising & Circulation)

—Feb. 28

TPA MEMBER COVERAGE SHOWCASE I: The Daily Times, Maryville

Maryville man hopes for gift of life from stranger who agreed to donate a kidney

MELANIE TUCKER
The Daily Times, Maryville
May 14, 2019

Howie Day explained his decision to donate his left kidney to a complete stranger rather succinctly — it's the right thing to do.

On Wednesday, May 15, the 48-year-old Maryville man was to have the surgery at the University of Tennessee Medical Center to give his kidney's recipient, 71-year-old Thom Hobbs, a better quality of life and in all likelihood more years.

Hobbs, who lives in Louisville, was put on dialysis more than three years ago, shortly after marrying his wife, Debbie. He had known for years that he had kidney disease, but finding a new doctor meant also taking a new approach. He began going to dialysis three times a week.

Each Tuesday, Thursday and Saturday, Hobbs went to a local dialysis clinic to have his blood filtered — an hours-long process. Debbie's been his teammate all along, scheduling her day around being able to drive him.

That was to end Wednesday.

Debbie will never forget when Day contacted them on Facebook. It was Feb. 5, 2019. The couple were just relaxing on the couch, discuss-

ing their day.

"Good evening, I'm sorry to bother you but I was wondering if your husband still needs a kidney transplant?" the message read.

"Yes, he does," Debbie answered.

After determining that Thom and Day both had the same blood type — a must for donation — Day replied back, "I may be able to help."

The three sat down last Friday afternoon to talk about how they got here and the possibilities that have now opened up because one of them chose to reach out to a cry for help.

Debbie and Thom didn't get their hopes up at first. The two had placed a billboard in Lenior City, asking for possible donors to call and get tested. Thom said there were 18 initial responses. There were eight who went past the initial call to UT. Out of those, one was selected to move forward; he never showed up for the required hospital transplant board meeting.

Another disappointment?

So this dialysis patient waited to see what would happen next. Meanwhile, Day called UT the very next day to get the ball rolling. Thom admitted he figured this was just

another shyster from a faraway land promising something in exchange for a plane ticket to America.

What Thom didn't know was this story started much further back than just a message on Facebook.

Day had been planning to give one of his kidneys to a friend of his wife in Cleveland, Ohio. But the recipient ended up having medical issues before the surgery and became ineligible.

"I told my wife after that happened that I was going to find someone to donate to," he said. "I am going to find somebody local."

While in bed on Feb. 9, he did an internet search for "Blount County needs kidney." Up popped a couple of stories that had appeared in The Daily Times. One was about the billboard; the other was the story of how Debbie and Thom met. They could never decide on when and where to get married, so Thom surprised her with a ceremony at work one weekday. In that story, which



Photo by Joy Kimbrough, The Daily Times, Maryville
Thom Hobbs (right) talks about finally finding a matched kidney with Howie Day.

ran back in 2015, they also talked about Thom's need for a kidney.

No reason to fraternize

Day admitted he never intended on becoming great friends with whomever turned out to be the kidney recipient. In fact, it was his plan to never meet. That was in case the donor didn't take good care of his kidney. He didn't want to know.

As it turns out, Howie and his wife, Dee, and Thom and Debbie have had dinners together and talk frequently. Day and Thom Hobbs want their story out there because

they know there are people who don't know you can be a live donor. There are so many people in Blount County on dialysis, waiting for a selfless gift of life, they said.

Hobbs has been a patient at Dialysis Clinic Inc. in Maryville, where 56 patients currently receive the life-saving procedure. Maryville's other dialysis clinic is Davita.

In most cases, the live donor turns out to be someone the recipient knows, Hobbs pointed out. A relative who is a match, or a co-worker or fellow church-goer, not a complete stranger.

"He had nothing in me," Hobbs said of Day. "He is not a relative and I am not a co-worker. We didn't meet and then he felt sorry for me. He was a complete stranger."

At 48, Day is in great physical shape. He doesn't drink or smoke and said he has never taken prescriptions, just over-the-counter stuff. He eats healthy and drinks 128 ounces of water daily.

"He has a real good kidney," Hobbs said. "I want it."

A thorough going over

Over the past few months, Day has undergone test after test. He's had EKGs, urine tests, blood tests, a psych evaluation, chest X-rays and so many interviews he's lost count. At each point along the way, medical personnel have given him the option of bowing out.

"I have never had a second thought about this," Day said. "It's getting real now that the day is here."

While relatives are generally the first to be tested, Thom said he knew that wouldn't be an option for him. His family has a history of dying young. His dad was only 59 and his mom 62.

"DNA works against you when your relatives are as screwed up as you are," Hobbs said.

Day will be in the hospital two to three days if Wednesday's procedure is done laparoscopically. If that isn't possible, he is looking at a longer stay. Hobbs will be in for a longer period of time and will have to come back to the hospital twice a week as his medicine gets regulated. He will be on anti-rejection medication for the rest of his life.



TPA Summer Convention • Pigeon Forge

June 18-19, 2020 • Music Road Hotel & Conference Center

Thursday, June 18:

TPA Day at Dollywood

TPA Board of Directors Meeting

Friday, June 19:

9:00 a.m.—Ad/Circ Conference

9:00 a.m.—Newsroom Sessions

Noon—Ideas Contest Awards Lunch

6:30 p.m. State Press Contests Awards Banquet

This is a tentative schedule. The complete convention schedule will be available in late March. Photos courtesy of the Pigeon Forge Convention and Visitors Bureau.

TPA MEMBER COVERAGE SHOWCASE II: Cleveland Daily Banner

Veterans home groundbreaking a victory for all

"I slowly dug a stand-up foxhole up to my neck using my helmet. I don't think any of us slept that night. It was the first time in my tour when I wasn't sure I would make it. I'm not ashamed to say I did a lot of thinking about home and a lot of praying to the Man upstairs."

—Lanny Starr, author, veteran, United States Army, from "Vietnam Diary: A Memoir for My Posterity."

One of the downsides to working in an editor's office is the time not spent in the community.

Time-eaters like page design, developing story budgets, hounding reporters about missed deadlines, ironing out assignments, orchestrating newsroom schedules, patiently listening to readers' complaints and choreographing the newspaper's Opinion page steal the day, and much of the night.

Tending to day-to-day chores inside the building keep you glued to your seat, making you morosely unaware of what's happening on the outside.

That's why newspaper editors in larger metros and mid-sized publications like the Cleveland Daily Banner don't grant themselves the luxury of taking on too much news writing. There's just not enough time in the day.

But a couple weeks ago, I made an exception. On this community event, I was not going to miss out. It was the historic groundbreaking for the Bradley County Tennessee State Veterans Home.

This, I will confess: Because I assigned myself to serve as one of three Banner personnel covering the event, I should not be writing this column today for the Opinion page. It's an ironclad rule I preach. Reporters don't write editorials or columns about news events they've covered for the front page.

But, when times seem right and conditions allow, the iron gets a little rusty and the rule sometimes bends. That's why I'm an imperfect editor. I guess it also speaks to why I'm an imperfect human.

I was going to be there. And I wasn't going to just attend as an interested, and supportive, observer.

I wanted to be a part of it. This was something big. It was something pure.

The veterans home groundbreak-



**GUEST
COLUMN**

RICK NORTON

ing spoke to a higher calling. It wasn't made possible by the work of one man or one woman or this group or that organization or a pair of advocates or a handful of special interests.

It was the result of a team, a few members of which got the ball rolling 16 years ago with an idea. They carried the thought as long as they could, and their vision became a movement.

One step forward, two steps back

Like a tsunami, the momentum swelled. But, like a sputtering old car, advocates dealt with the frustrations of taking two steps back for every step forward. Yet, clinging to the mindset that defines an American soldier, and to borrow a thought from Tennessee Veterans Services Commissioner Courtney Rogers who emceed the groundbreaking, "... they never gave up, they never gave in."

Her words spoke volumes. Her narrative told truth. A veteran of the U.S. Air Force and even a battle-tested member of the Tennessee House of Representatives, Commissioner Rogers understands the value of challenge: anything worth doing is worth doing right, anything that's too easy might be found to be flawed somewhere down the pike.

Talking with her at length after the groundbreaking convinced me the veterans home project remains in good hands. We're being told construction will take about two years, with the opening eyed for the summer months of 2021.

Although others on her staff — as well as the Tennessee State Veterans Home Board and additional state departments — will oversee the building phase, Commissioner Rogers still plans to make the occasional on-site visits, and for the very best of reasons: "... I'm nosy," she laughed during an earlier conference call with our newspaper.

Exchanging views, and sharing more than a few chuckles with Tennessee's animated commissioner, revealed to me her professional manner and her personal ways.

Finally, a chance to meet Many-Bears

There was also another: After working long distance — conference calls, emails and third-party proxies — for eight years with a lady named Many-Bears, I finally had the chance to meet her, to interview her face to face and to thank her for all she has done for the people, and the veterans, of Cleveland and Bradley County.

Those who have followed our front-page headlines realize I'm talking about Many-Bears Grinder, the former Veterans Services commissioner who got us to this point. Handing over the baton to Commissioner Rogers in order to retire from public service, Many-Bears — or just "Bears," as she told me to call her — has been invaluable to this initiative.

Commissioner Rogers is the first to acknowledge it. In a genuine, almost sisterly tone, she recognizes the hard work of her predecessor. And she's appreciative for the

smooth transition, the spirit of mentorship and the unconditional friendship of her predecessor.

In my way of thinking, none is happier for Bears' retirement than her supportive husband, Ernie, who seems elated to have his wife back.

"Her job has been 24/7," for the past eight years, Ernie — a Vietnam vet — told me. I shook his hand, and I thanked him, for his patience in sharing his soulmate with the rest of Tennessee.

As Gov. Bill Lee addressed the groundbreaking's overflow crowd — one whose hundreds doubled expectations — I found my thoughts wandering to friends like Larry McDaris and Tom Rowland, men whose dedication to the veterans home while in office never wavered, yet now they are retired.

I thought as well about leaders — men whom I never met — like John Simmons and Bill Norwood who dared to dream, who fought the good fight, and who now rest in the memories of those who loved them and others who called them friend.

I also lingered on Cid Heidel, another community hero who for years gave the veterans home his best, and who now fights for life. Cid is another I have never met. But

if I am to believe the stories, the headlines and the photographs in our newspaper, then I feel I know him well.

'A quiet man who is the epitome of good'

Another gentle soul and dear friend with whom I once worked years ago — and who still volunteers his time on the Bradley County Funeral Honor Guard — is Charles Swafford, a quiet man who is the epitome of good. Spending just a few minutes with Charles at the groundbreaking reminded me of who I always wanted to be.

I'll take to my grave words from Many-Bears, a lady our community will forever cherish. It was she who told me at the groundbreaking, "I always felt I had a purpose. And I still do. I still have a purpose. But it's different now."

Giving her words an added touch, state Rep. Mark Hall — who for years co-chaired the Southeast Tennessee Veterans Home Council prior to his election to the state Legislature — spoke to me at the groundbreaking about another purpose. He said it was one worn

See **NORTON** Page 12

**JUDGES
NEEDED!**

TPA needs judges for the Georgia Press Association's Better Newspaper Contest in late February.

Please volunteer to judge at:
tinyurl.com/TPAjudge2020
 or email rgentile@tnpress.com.

Objectivity: a noble idea that requires a process

As journalists, we all seek to be objective when it comes to news coverage. Producing balanced, unbiased reporting has never been more critical.

And yet, true objectivity is difficult to obtain, particularly when the best journalism is also probing, critical and focused on complex, multi-pronged problems.

Therefore, achieving objectivity takes far more energy and effort than writing opinion. The goal is to do the work up front so that readers and viewers, even in this highly charged media environment, can consume news and not feel the view of the reporter seeping through.

I faced a major challenge in this area recently when producing a package examining the rapid growth of concentrated animal feeding operations in South Dakota. For those not familiar, CAFOs are large livestock operations that breed, feed and house thousands and in some cases millions of animals in confined, mostly indoor spaces. CAFOs are the source of the vast majority of meat produced in the United States each year.

To my pleasant surprise, the package that published on our website, on social media and in newspapers across the Rushmore



BETTER WRITING WITH BART

BART PFANKUCH

State drew extensive discussion and response, but not much criticism in regard to how the material was reported or presented.

Here are some tips I learned along the way that you can use to make your reporting more objective.

Thorough, balanced sourcing

This is of utmost importance. Inadequately sourced stories will be open to criticism that the writer missed a major point or position, perhaps even on purpose. To write with authority and balance on a hot topic, the reporter must gain a deep understanding of the facts, research, context, history and opinions surrounding a topic. For the CAFO package, I toured three farms, attended a public hearing on a project, met with farm neighbors at their kitchen tables, read a dozen studies on farm impacts, spoke to industry experts, examined inspection records,

obtained state production data and interviewed government officials. When it came time to write, I was ready to do so with authority, clarity and balance.

Smart, careful sourcing

Who you talk to will affect what you learn when it comes to touchy subjects. On the CAFO project, it would have been easy to interview someone from the People for the Ethical Treatment of Animals or some other like-minded group to get opinions on animal treatment. But I knew that quoting PETA, or some other group with edgy views, would damage my credibility with South Dakotans. Instead, I dove in deeper and found more academic, ground-level sources to discuss animal treatment, which is certainly a concern for some opponents.

Seek out the 'real people'

Interviewing neighbors and meeting actual CAFO operators provided a critical, up-close perspective on the farms and their impacts. The entire second segment of the package was devoted to the stories of real farmers and details on animal treatment and waste management. Visiting the farms also allowed me to provide my own observations of odors, cleanliness and animal treatment.

I noted when the air was foul and when it wasn't, and told of how flies invaded my vehicle when parked briefly outside a huge egg-laying plant.

Frame the piece carefully

Every section of the package, and sometimes individual paragraphs, were framed to give one side of an issue and then the other. For each farmer or official who sees CAFOs as efficient economic powerhouses, I quoted a neighbor or researcher who had concerns about health or environmental outcomes. I tried to keep the opposing voices close to one another when addressing each topic. I used the same approach with data — one side and then the other.

Avoid loaded language

In nearly 8,000 words, I never used the phrases "factory farms" or "industrial livestock operation" or "mega farms." They were only "CAFOs" or "large livestock operations." Conversely, I did not refer to animal wastes as "nutrients" as producers wanted. Be clear and accurate and leave loaded language solely to quotations, if even then.

Use fair, straightforward headlines/cutlines

After all your efforts to be fair, don't let a bad headline zap your objectivity. Stick to the facts and

try to highlight the big picture. After much consideration, I ended up with "Expansion of large CAFO livestock operations causing division and concern across South Dakota." Not the spiciest, but a fair overview.

Let sources know what's coming

Throughout the project, I never let a source think I was taking sides or that I could be converted to one side or another, even though I was deeply interested in what they had to say. I frequently reminded people on both sides of the issue that I was examining all sides, including but not limited to sharing their views so no one was surprised in the end.

Do not take a side

This seems obvious, but if you get swept up and take a side, sources will know immediately in how and what you ask them and readers will dismiss your work as biased. The reporter must commit to not committing to one side or another or all may be lost.

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

TEN THINGS from Page 5

Their values are rock solid, and they're my absolute favorite people on the planet.

4. I am too slow a writer to be in this dang business, and the lede is entirely to blame. I agonize over ledes. I cannot really start writing anything until I get the lede right. I have to know my jumping-off point in order to jump. So when I have been sitting and tapping and scowling for 40 minutes, you can bet 25 of those minutes were spent haltingly writing and then angrily deleting a single, subpar sentence. Once I have the lede, though, I am in my happy place. The words tumble over each other onto the page, like a litter of adorable idea puppies. But,

5. Half the time I am wrong about having gotten the lede right. I finish writing, realize the lede is sitting in the middle of the page, fish that sucker out, transplant it, and only then can I turn over

the story to my huffing, snarling, pacing editor.

6. The holidays are unremittingly terrible. No one works, no one calls back, no one can meet for an interview, but the deadlines still loom. Rather than feeling like relaxing downtime, all this forced, collective vacation feels like a nightmare in which you desperately need to run but your feet are cemented to the ground. Merry Christmas, Happy New Year, I have a magazine to put together, all the content is due Jan. 6 and y'all, THIS IS NOT HELPING.

7. There are very few meetings in journalism. Look, you can probably only fully appreciate this if you've worked in an environment where you confront every morning an Outlook calendar jammed end-to-end with a bunch of meetings where you will endlessly DEBATE the work and everyone will need to hear themselves SAY THINGS about the work but you will not actually get to DO the work. For a

person who has a bias for action (and a big ol' case of attention deficit disorder), this is a special kind of hell. As a journalist, you spend your days doing the work because this is a production environment (see #6) and we have to DO the work all the time, nonstop, forever and ever amen. If we have a meeting, it's often on the fly, and it looks like this:

Reporter, standing just behind editor, who is seated at her desk: I will have a first cut of that story for the web in 20 minutes.

Editor, looking at her computer because she's busy and the reporter is interrupting her: Does it have art?

Reporter: Yes.

Editor: Good, thanks.

END OF MEETING

8. People feel astonishingly free to be rude to reporters. This is not a complaint. I have thick skin, and I have always had an almost pathological indifference to most people's opinions, so I'm just kind of fascinated. But I forgot how free

people will feel to call me to tell me my story was garbage. Or that I am an idiot. Or, alternatively, they will call to tell me they want to read my idiotic garbage story, but they can't because my stupid newspaper won't let them see it without a subscription, which they will NOT be paying for thankyouverymuch but still, they want to read that story and I had better help them get access to it. Hey, it's OK. I think it's a weird kind of compliment that people feel free to abuse journalists this way. They feel a sense of ownership of the stories we tell (even if they won't pay to read them) and they feel safe tearing into us because they expect us to represent their interests. They think we work for them — and, as it happens, we do.

9. The time warp is terrifying. I have never, ever had any job doing anything where time moved as fast as it moves in a newsroom. I roll in early every day, all jacked up at the prospect of having hours and hours

to report and write all my stuff. I make a few calls, take some notes, pop out for a quick interview, set up a couple of photo assignments and WHAT THE WHAT it is suddenly 6 p.m. and I haven't turned in my daily story yet. How?

10. Keeping your eyes open for a living changes the way you see everything. Stories are everywhere. You can't walk a city block without tripping over a dozen of them. There will never be enough time to get them all told, and I will never be as good at telling them as I want to be, but there's a specific rush of delight (mixed with a shot of anxiety) in getting a fresh run it at it every day.

Thanks for reading this — it's way too long, and that reminds me of one other thing I forgot: My stories are always way too long and editors super hate that. So be it. I'll do better tomorrow.

Mary Fortune is a Chattanooga Times Free Press reporter.

Will press associations survive when local papers need them more than ever?

PETER W. WAGNER
N'West Iowa Review
January 1, 2020

"By uniting we stand, by dividing we fall," Pennsylvanian activist John Dickinson wrote in 1768.

Those words held true for the American colonies then and hold true for our free and paid paper industry today.

The newspaper and shopper business is often difficult. One out-of-state publisher friend sent me a discouraging Christmas message this year. He wrote, "With the economy hovering near a depression, and our farmers saved only by a bumper crop two years in a row, business has been tough. We've downsized our operation again and again, and both my wife and I have taken outside jobs part of the time."

But if times are tough with press associations, how would our business be without them?

Trade groups have always banded together to create a bigger voice in Washington and provide better opportunities at home. Our state and national press associations

have lobbied for better postal rates, a greater understanding of the need for legal notices, more transparent open meetings, improved independent contractor laws and, most importantly, among many other issues, "Freedom of the Press."

Many state associations, and at least one national press association, have regularly made an expert available to offer specific advice on how to handle problems with local postal officials.

Others in that same national association have time and again traveled to Washington to testify before post office hearings in regard to mailing costs on-time delivery and difficult, sometime unnecessary, postal regulations.

Additionally, paid and free paper press associations have helped both young and experienced editors and publishers find needed staff members, connect with professors and administrators at nearby journalism schools, and obtain unbiased information regarding new ideas in management and changes in publishing equipment.

Without press associations, many papers would find it difficult

to purchase libel insurance, afford a reliable attorney who understands newspaper issues, embark on industry-organized international tours or benefit from organizational sales of regional, state or national advertising sales.

Most importantly, without press associations, many current and future independent publishers would find themselves without the value of volunteer one-on-one peer mentoring, the sharing of much-needed new revenue ideas, the joy of receiving publishing profession awards and recognition, and the enduring social and professional relationships so important to us all.

Unfortunately, press associations are an endangered species. The nation's large publishing chains are often no longer joining state and even national press associations. Others, when they do join, are requiring membership fees at greatly reduced per-publication rates.

"We have our own training, legal and lobbying departments," the large groups say. "We can't justify paying for the same services twice. Besides, we want our people at home, at work, and not off at some

convention or conference."

Smaller papers, too, are also not renewing their membership in local associations. "We just can't afford it," they claim.

But the truth is, "You cannot save yourself into success." Publishers, like all businesses, need to invest in their knowledge and expand their connections to grow and profit. Press associations still provide solid roads to exceptional profit.

Having worked with almost all the press associations in America and Canada over the last two decades, I am worried about the future of press associations. I often tell participants at my seminars, "When I make any paper better, I increase the value and longevity of my publications."

In a time when so many metro papers are declining and even disappearing, I see a good future for smaller, home-owned papers. Those publications, with a continued investment in providing local, credible information not available anywhere else, will still be desired and needed for a long time.

And with the growth of local digital publishing, combined with

traditional printed papers, that positive future can extend far beyond anyone's speculation or expectation.

Even the strongest independent publisher cannot stand alone. We need, and will continue to need, our press associations to be the united "grassroots" voice in our communities, state legislatures and in Washington, DC.

Encourage your friends and neighboring publishers currently wavering on the sidelines to join in and support the future of the "free press." Let's keep our press associations healthy and effective.

Want more information and motivation to help you tell your publication's story? Experience more GET REAL straight talk from one of America's leading newspaper and shopper publishers and sales trainers. Ask your group or Press Association to schedule one or more of Peter W Wagner's seminars on selling, producing and growing your community paper. Contact him at pwv@iowainformation.com or CELL 712-348-3550. Or contact Peter direct for proven sales training for your staff.

OBITUARIES

Rev. Dr. Melvin Douglas 'Doug, Scoop' Morris

The Rev. Doctor Melvin Douglas "Doug, Scoop" Morris of Erwin, TN died Saturday, December 14, 2019, at home surrounded by his family.

Dr. Morris was also a Lord in Witherslack, UK. He was a well-known newspaper reporter, editor and publisher and authored several books on Tennessee history and



Morris

Mail in Morristown, The Knoxville Journal, Monroe County Advocate,

B-Western Heroes. He had an extensive B-Western collection, beginning when he was a child . . . a cowboy at heart. Dr. Morris served the following newspapers, Daily-Gazette

Rogersville Review, Roane Newspapers and Clinton Courier-News. He also was editor of Tennessee Valley Outdoors in Greeneville.

Doug traveled to Venezuela with Stan Brock and Jack Hanna to reintroduce two jaguars back into the wilds. He was instrumental in placement of cameras in courtrooms. Doug interviewed scores of presidents, vice presidents, movie stars, singers and dignitaries. His favorite writings were about the

common person. He was interviewed by Jeremy Paxman, highly acclaimed newsmen of the BBC.

Dr. Morris was a Mason and Shriner, having earned his 50-year pin. He served on many Tennessee Press Association Committees, presided over several Chambers of Commerce and was one of the organizers of Rogersville's 4th of July Celebration and frequent speaker for events, festivals and conventions.

Doug is survived by his wife,

Lady Judy Taylor Morris of Witherslack, England and Dunans, Scotland, whom he met in the woods at a murder scene while working for competing newspaper; and one son and two grandchildren. He was anticipating the birth of twin great-granddaughters in January.

Johnson City Press
Dec. 14, 2019

See **OBITUARIES** Page 12

Endorsements remain a key element in election coverage

Think about your most memorable editorials. Which ones generated the greatest reaction?

Identify a public policy you've weighed in on. Who did you direct the editorial toward?

Who are the decision-makers who can advance your position? A school board? A city or municipal government? State or federal policymakers?

If you believe so strongly in recommending a position to be taken



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

by an elected body, shouldn't a newspaper have equally strong convictions about the people

who ultimately will make those decisions?

Election coverage is one of the most exhaustive and scrutinized tasks facing newsrooms. Substantive coverage is at the foundation of an informed and engaged citizenry. In that regard, I encourage editors and publishers to consider endorsing candidates at all levels of elective office. I believe newspapers have a right – indeed, a responsibility – as an institution

in your communities.

Make no mistake, newspapers are challenged by today's fractured media landscape. Newsrooms large and small face diminishing resources. That does not minimize the fact that you are the premier clearinghouse of information in your communities, and you have many platforms on which to deliver that news.

Yes, editorial endorsements receive the usual outcry from

readers: "What gives you the right to tell us who to vote for?"

The anticipated pushback naturally makes many newspapers hesitant. This is also an excellent reminder that editors should make it regular practice to educate your readers on the role of editorial pages. A healthy exchange of ideas is at the core of healthy communities.

Don't misinterpret. I don't under-

See **PUMARLO** Page 10

Rule of never ending a headline with preposition is right on

Editor's note: Ed Henninger recently retired after 30 years as a newspaper design consultant. This column, originally published in the March 2016 edition of The Tennessee Press, is reprinted here with Ed's permission.



**By
DESIGN**

ED HENNINGER

I recently ranted against the use of a preposition (and an article) at the end of a first line of a headline.

Boy, did that get some reaction! Some of the responses I got follow.

From Doug Fisher: "Sorry, Ed, but it's long ago been declared a nonissue on most desks and at ACES. And readers' panels at ACES, through which we tested headlines, made clear it was not an issue to them. As one woman pointedly said when questioned rather severely from an audience member (roughly as I remember it): 'You really lose sleep over that?' I remind folks of it as craft the first couple of times, but I don't push it anymore. Time to declare it a shibboleth and move on."

My reply to Doug: Nope. I don't buy it. It's part of the discipline. And, yes, I really lose sleep over that. Put me down as a curmudgeon on this!

His response to my response: "You're one of the few these days, unfortunately. I held on lots longer than most. Even Merrill Perlman, who used to run the Times' copy desks, and John McIntyre, head of desks in Baltimore, two of the smartest people I know in the biz, acknowledge we probably have to move on."

And my reply: It's OK for Perlman and McIntyre to be wrong. If you

worked on my desk, you wouldn't even think of ending the first line of a headline with a preposition or article. That's it...no negotiation.

From an anonymous follower: "In the headline with the 'a' dangling, it's not just that it is dangling. In pure headline writing, you aren't supposed to use articles AT ALL."

From Scott Ehler: "I found this tip very interesting. Seeing that I am not a journalism graduate, only having been brought up in the newspaper business, I would be interested in knowing why you do not end one line of a headline with a preposition or small character 'a'. I would assume it is the same rule as sentences – never end on a preposition?"

From Rinda Maddox: "Ed, for those of us who have had no formal training but stumbled into our jobs as publishers of community newspapers (31 years ago this month), I would like to know why the first line of a two-line headline should not end in a preposition. I would not have picked this out as an error and have likely made one on many occasions. Can you enlighten me as to why it is wrong? I am always learning something

new, and many of those new things learned come from your column."

Well, Scott and Rinda, I gotta be honest with you: I don't know why it's a rule. Or how it even got to be a rule—but here are some thoughts:

- As Doug mentions, it's "craft."

It's part of the difference between doing something - and doing something right.

- The fact that others have decided to "move on" does not make the rule matter any less. To me, it just means they've given up the good fight.

- Yes, Scott, I do think it has something to do with the same thinking about never ending a sentence with a preposition.

- There's an occasional practical consideration: In one of the headlines I used to illustrate this hint, the full headline read: "Heroin use on the rise on / both sides of state line." If you suddenly needed more space on the page and you had to trim that headline to one line, it would read: "Heroin use on the rise on." Oops.

- The illustration above is taken from Googling two different phrases: "end first line of a head with a preposition" and "end first line of a headline with a preposition." In all the blurbs to these links, ending the first line of a headline is mentioned as something to be avoided.

How did this get to be a rule? Well . . . I don't know. But . . .

- How did it get to be a rule that we drive on the right side of the road?

- Why does red mean "stop" and green mean "go"?



Illustration submitted by Ed Henninger

- Why do we read from left to right?

- Why is clockwise clockwise? Why not counterclockwise?

I don't have the answers to those questions, either.

What I do know is that not ending the first line of a headline with a preposition is part of the craft. It's part of being a professional. It's a detail worth noting, worth paying attention to and worth protecting. Anything less is . . . well . . . less professional. So, if you wish, you

may move on. You may say it's OK. You may give up.

Not I.

And knowing that some have moved on, that some say it's OK, that some have given up . . . makes me sadder still.

PUMARLO from Page 9

estimate the challenges inherent in offering endorsements for elective offices, especially in local races.

The best advice: "Just the facts, please." In other words, emphasize the issues and tread lightly on personalities. The strongest editorials are those that identify the key issues in a race, and then recommend candidates based on their stances.

Many newspapers find it relatively painless to weigh in on the strengths and shortcomings of, say, national or federal candidates, even candidates seeking elective office at a state or provincial level. It's quite the opposite when recommending who citizens should

support for the local school board or municipal government. Yet these races are the most important for community newspapers to address in news profiles and endorsements.

Endorsements will be especially challenged if readers perceive a relationship – good or bad – between a newspaper and a particular candidate. It is naive to believe that personal relationships between newspaper management and candidates do not play a role in endorsements, but issues ought to be the foundation for each decision.

As an early exercise, convene a brainstorming session on the priority issues in each race. These issues will be the basis for candidate interviews, and the

candidates' responses will provide a framework for endorsements.

It's understandable that many newspapers still might be skeptical about endorsing in local races. So consider this idea as a first step. Write an editorial outlining what the newspaper identifies as the key issues in a race – and where you stand on these issues. Then encourage readers to vote for the individuals who align with those stances. You have not identified specific candidates, but your message allows readers to connect the dots.

The final step is to allow feedback. The effectiveness of any editorial is blunted if readers aren't allowed to debate its merits.

Newspapers routinely promote the editorial page as the heart of

democracy. Readers may challenge your practice of "telling us who to vote for," but they will be justifiably upset if you don't give them an opportunity to challenge the arguments behind your endorsements.

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

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NLRB announces big changes to quickie election rule

In 2014, the Obama-era National Labor Relations Board made more than two dozen changes to the union election rules that drastically shortened the time period between the filing of the petition and the election and limited the types of issues that could be resolved in a pre-election hearing. Thus, the reason the 2014 changes earned the moniker “Quickie Election Rule.”

On Dec. 13, the Board, now controlled by a Republican majority, announced a new rule scaling back the 2014 changes. The new Rule will restore the First Amendment rights of employers to communicate both sides of the issues before the election. The new Rule will give employers more time to communicate and give the Board more time to resolve key issues prior to the election. Rather than rescind the 2014 changes altogether, the Board is implementing several specific procedures that modify certain deadlines and timeframes for resolving particular disputes. The new Rule includes the following changes:

1. The Board’s pre-election hearing will generally be scheduled 14 business days from the notice of



LEGAL UPDATE

L. MICHAEL ZINSER

hearing. Under the current Rule, this hearing is normally scheduled 8 calendar days from the notice of hearing. The added days are designed to give parties more time to accurately complete early procedural requirements and to prepare for a hearing, if necessary.

2. The Statement of Position is now due 8 business days after service of the notice of hearing. The petitioning party will now be required to file and serve a Statement of Position on the other parties responding to the issues raised by the non-petitioning party in the Statement of Position. The responsive Statement of Position will be due at noon 3 business days before this hearing is scheduled to open. This change gives both parties notice of issues to be raised and the response of the petitioning party in advance of the

hearing. This is fairer, giving both sides due process. The old Rule allowed the non-petitioning party to be ambushed at the hearing. Under the old Rule, the non-petitioning party (usually the employer) was required to file a Statement of Position the day before the pre-election hearing (usually 7 calendar days from the notice of hearing) outlining issues to be contested, and the petitioning party (usually the union) could respond live at the hearing.

3. Unit scope and voter eligibility issues, such as supervisory status, will now be resolved at the pre-election hearing, unless the parties agree to defer the matter until after the vote. This change marks one of the biggest rollbacks to the 2014 amendments, which postponed nearly all eligibility disputes to after an election. The final Rule represents a return to the Board’s procedures prior to the 2014 amendments. It will promote fair and accurate voting as well as transparency by better defining the unit in question prior to the election. By encouraging Regional Directors to resolve issues such as supervisory status prior to directing an election, the final Rule will

give better guidance to the employees and parties and will help avoid conduct that may give rise to objections or unfair labor practices. Under the old Rule, requiring the parties to defer litigation of supervisory issues until after the election placed the employer in an unfair spot. Without clarity about just who had the status of a Supervisor, the employer risked engaging in unfair labor practice activity if it mistakenly treated someone as a Supervisor. Clarifying that status is critical. Clarity of supervisory status enhances the employer’s First Amendment right to communicate to employees.

4. Parties will be permitted to file post-hearing briefs for pre-election and post-election hearings as a matter of right. Under the current rule, the Board rarely allowed briefs for pre-election matters, and permission for briefs for post-election matters varied. Under the new Rule, such briefs will be due within 5 business days of the close of the hearing, although Hearing Officers may grant an extension of up to 10 business days for good cause. Under the prior Rule, such briefs were permitted only upon special permission of the Regional

Director. The Board acknowledged that this change will extend the time period between the petition and the election, since now there will be a hearing and then a brief-submission period of 5-to-15 business days.

5. The employer’s voter list is now due 5 business days after the direction of election. The current Rule requires that this list be served within 2 business days. The extra time allows employers to prepare this list once an election is actually ordered, whereas before the very quick deadline effectively required employers to create this list before it even knew who needed to be included.

6. Under the new Rule, elections should normally not be scheduled before the 20th business day after the date of the direction of election, unless the parties agree to an earlier date. The current Rule requires that elections be scheduled as early as practicable. The final Rule is largely consistent with Board procedures prior to the 2014 amendments which provided that the Regional Director would normally schedule an election 25-30 days after the

See **ZINSER** Page 12

A new sports editor, and a new address for our offices as well

ROBBY O’DANIEL
LaFollette Press
December 26, 2019

A lot of changes are happening at the LaFollette Press. Perhaps most importantly for our readers, the newspaper offices are moving. That’s right. Soon the Press will migrate a couple miles toward the interstate and set up shop over at its new home inside Woodson’s Mall.

I’ve told people that my personal favorite part of the move is that driving from the Press to Campbell County High School will necessitate a right turn into the school from Woodson’s, rather than the current, treacherous left turn on the busy



O’Daniel

four-lane.

The offices here on North First Street have become a bit of a home away from home for me, especially on late nights before deadline. I’m actually writing

this on a Monday night at 11 p.m., just hours before an early morning deadline, due to the holidays.

It feels a bit surreal now, thinking that soon the place I drove to for work for five years won’t be the same location anymore.

However, we look forward to be-



Taylor

ing in the thick of things on one of the busiest parts of town at Woodson’s Mall.

The space on North First Street is simply too big for our current operations. We don’t use more

than half of the building regularly.

So it’s time for a change. Change can make you nostalgic. But change also makes sense. Change is good. The planned time of the move is sometime in January. Stay tuned to our Facebook and Twitter pages for further details.

Also, our new sports editor is starting today (Dec. 26). It’s now official, and we are throwing Noah Taylor immediately into the thick of things, as many local teams, including all four high school basketball teams in the county, are playing in Christmas tournaments this week.

Noah has had plenty of writing experience, including covering University of Tennessee athletics. He’s an alumnus of The Daily Beacon, the University of Tennessee’s student newspaper, as am I.

I’m thrilled to have him aboard, and I am so excited about how much content we can provide readers now that we are fully

staffed once again.

I’ve seen some reaction on social media from people welcoming Noah to the area, and I have to admit it made me a little teary-eyed.

Not because of the fact that I’m not the lead guy on the sports desk anymore, no, but because the cheerful hellos from locals just underlines how wonderful Campbell County is and how awesome the people are.

If you see Noah at a game this week, stop by and say hello to him. Give him ideas for stories. Let him know the background of the teams you cheer for and care about.

Robby O’Daniel is the editor of the LaFollette Press.

KIDNEY from Page 6

For Day, after getting over the surgery and accompanying pain, he will go back to his job as parts manager for Lexus of Knoxville, minus one kidney but no worse for

wear. Doctors determined his right kidney is strongest, so he keeps it.

Hobbs then will be the owner of three kidneys — his two that don’t work and Day’s left one that does. It is less invasive to leave the diseased kidneys in place than

remove them, Hobbs said.

In addition to being extra careful not to contract illnesses while in this compromised state, Hobbs also will have to get used to a kidney that has processed more than 100 ounces of water per day. Before,

Hobbs said his liquid intake had been about 36 ounces per day. Stretching his bladder will be a must, the donor recipient said.

They are ‘blood brothers’

These two kid around a lot, call-

ing each other a brother from a different mother, but Hobbs said blood brothers probably more accurately describes their relationship now that an organ donation is reality. They do have the same hair color, Day pointed out: Both are bald.

OBITUARIES from Page 9

Larry K. Smith

Former LaFollette Press publisher Larry K. Smith passed away Dec. 26, 2019 at Parkwest Medical Center in Knoxville after a courageous battle against cancer.

Smith published the LaFollette Press for more than 33 years as well as the Jellico Advance-Sentinel and Lake City Town Crier. He retired in October 2002 when Landmark Community Newspapers Inc. bought the LaFollette Press.

Smith also taught journalism classes for several years at the University of Tennessee-Knoxville.



Smith

A native of Hickory, N.C., he was a 1961 graduate of the University of North Carolina-Chapel Hill, where he was the very first recipient of the William Randolph Hearst

scholarship while enrolled in the journalism program there.

Smith came to LaFollette in January 1969 from Wauchula, Fla., where he had served as editor and general manager of the Herald-Advocate for five years.

Under Smith's leadership, the LaFollette Press, Jellico Advance-Sentinel and Lake City Town Crier garnered countless awards from the National Newspaper Association, Tennessee Press Association and East Tennessee Society of Professional Journalists.

Smith was elected president of the state press association in 1977 and served a term as president of the TPA Foundation.

"I always valued his warmth, professionalism and great interest in community journalism," said UT professor Robert Heller.

*LaFollette Press
Dec. 31, 2019*

NORTON from Page 7

by this newspaper.

In his reminder, the state lawmaker stressed (and here, I will paraphrase because I wasn't writing down the words), "You guys at the Banner are just as responsible for us getting to this point. You kept this out there on front page. You didn't let it die."

Perhaps this was our purpose. Maybe it points to our role as one player on a team of hundreds . . . or thousands.

Where any of us will be in two years, no one knows. Whether we stand before the beauty of a 108-

bed, state-of-the-art veterans home watching others cut a red, white and blue ribbon is not our decision. Such happenstance is the verse of fate. It is the will of God.

But those opening its doors on some distant day will share in this message: Life is good, and history is best told in the memories of those who make it so.

Rick Norton is an editor and columnist for the Cleveland Daily Banner. This column was originally posted Aug. 31, 2019

TRACKS from Page 5

She previously worked as an award-winning reporter at the Greeneville Sun covering the city and education beats, before pursuing a freelance writing career in 2018. She became a certified Tennessee Naturalist in 2016, and an NAE Certified Interpretive Guide in 2018. She is a 2018 MBL Logan Science Journalism fellow. Her science and environmental journalism has appeared in IEEE's Earthzine and The Appalachian Voice.

She enjoys the many opportunities to enjoy the outdoors in and around Greene County, where she has lived since 2004.

"I am thankful for the opportunity to return to the Greeneville Sun as the Lifestyles editor and look forward to working as part of an excellent team that is both the

eyes and voice of Greeneville and Greene County," Goff said.

Babb grew up in Greeneville and graduated from Greeneville High School in 2011. She then earned her bachelor's degree in history from Maryville College and her master's degree in public history and heritage from Swansea University in Wales, United Kingdom, in 2018.

In March of 2019, Babb began working for The Sun as a freelance writer. She then served as a research intern for the newspaper's annual Guidebook publication and a part-time reporter until joining the staff full time Jan. 1.

"I am very excited for the opportunity to turn my focus professionally towards education full time and get to know everyone involved in the local school systems," she said.

With Babb's arrival, reporter Eu-

genia Estes will continue covering Greene County and Greeneville governments as well as health-care-related topics. Ken Little will continue covering law enforcement, emergency services and the courts, along with the town of Tusculum.

*Greeneville Sun
Jan. 16, 2020*

Helms named circulation director of Daily Times

Pat Helms, circulation manager of two sister newspapers to The Daily Times, Maryville, is now the Maryville-based newspaper's circulation director.

In November, he began in the role formerly held by Bryan Sandmeier, who recently was elevated from general manager/circulation director to publisher of The Daily Times.

Helms headed up circulation efforts from 2016-19 for the Daily Post-Athenian in Athens and the Monroe County Advocate & Democrat in Sweetwater.



Helms

"Throughout my career, I have admired and respected The Daily Times as an extraordinarily strong and vibrant entity thriving across the river from a larger, metro market (Knox-

ville)," Helms said.

"Those sentiments have only enhanced over the years, as I have gotten to meet and know many of the individuals who make up its earnest and professional team.

"Journalistic excellence and community service are the hall-

marks of a strong, engaged local newspaper, and The Daily Times is one of the finest examples seen in this region. I'm both humbled and thrilled at the opportunity to contribute, learn and be part of this family," he said.

Helms began his newspaper career as a press operator for the Greeneville Sun from 1990-92 and was named that newspaper's district circulation manager in 1992, serving until 1994.

From 1994 to 2016, he was circulation manager at the Newport (Tennessee) Plain Talk.

"I'm pleased to have Pat join our senior management team and lead our circulation associates," Sandmeier said. "Pat has nearly 30 years of newspaper experience — serving customers and being a part of the community."

*The Daily Times, Maryville
Nov. 21, 2019*

ZINSER from Page 11

issuance of the direction of election. This additional time is key to the First Amendment rights of the employer and to employees learning all the facts before they vote.

7. All time periods will be in business days. The prior Rules had a mix of deadlines based on business and calendar days. This change will likely have its biggest impact when the petition is first filed, since the pre-election hearing will now be 14 business days from when the Board serves its hearing notice, as opposed to the eight calendar days that it was before.

8. In selecting election observers, whenever possible a party will now select a current member of the voting unit. When no such individual

is available, a party should select a current non-supervisory employee. The prior Rule simply provided that the parties may be represented by observers. This Rule change will reduce litigation over parties' choices of observers.

9. The Regional Director will no longer certify the results of an election if a request for review is pending or before the time has passed for which a request for review could be filed.

These Rule changes are a great victory for the First Amendment rights of employers everywhere. It is also a victory for employees who will now have more time to receive all the facts so they can make an informed decision when they go to the ballot box.

The new final Rule will be effective April 16, 2020.

NLRB restores employers' right to restrict use of email

On December 17, 2019, the NLRB restored the right of an employer to restrict employee use of its email systems if it does so on a non-discriminatory basis. This case (Caesar's Entertainment) effectively reinstates the holding of Register Guard. The NLRB held that employees do not have a statutory right to use employers' email and other information technology resources to engage in non-work-related communications. Further, employers have the right to control the use of their equipment, including their email and other IT systems, and they may lawfully exercise the right to restrict the ways in which those systems are used, provided that in

doing so, they do not discriminate against union or other protected external communications. To this extent, the Board effectively reinstated the holding of Register Guard.

Author's Note: This is a great victory for private property rights of employers in the workplace. The Zinser Law Firm, P.C. represented the Register-Guard in the 2007 landmark case.

NLRB approves greater confidentiality in workplace investigations

Also, on December 17, 2019, the Board ruled that work rules requiring confidentiality during the course of workplace investigations are presumptively lawful. This reverses Obama Board cases

that presumed confidentiality was unlawful unless an employer could prove the integrity of an investigation would be compromised without confidentiality.

When conducting sexual harassment investigations in the workplace, employers need to be able to impose confidentiality to get to the truth of the matter. The Board ruled that investigative confidentiality rules limited to the duration of the investigation are lawful. This new standard better aligns with other federal guidance, including the EEOC enforcement guidance.

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