

Official Publication of the Tennessee Press Association

The Tennessee Press

Volume 84

August 2020

No.2

INSIDE

Richardson: Wild times

Page 2

Plazas: Tennessean working to make amends

Page 2

Daniels: Readership survey shows good numbers

Page 3

Pumarlo: Are you capturing all community voices?

Page 5

Showcases: Spoon the pig on crash diet; master storyteller

Pages 6-7

News & Moves

Page 8

Obituaries

Page 11

Photo gallery: TPA/TPS/TPAF virtual meetings

Page 12

Richardson grabs gavel as TPA president for 2020-21

ROBYN GENTILE
Member Services Manager
July 17, 2020

Daniel Richardson, publisher of the Carroll County News Leader and vice president of Magic Valley Publishing, is the new president of the Tennessee Press Association (TPA).

TPA is the trade association of the state's daily and non-daily newspapers. It is composed of 19 daily newspapers and 110 non-daily newspapers.

Richardson succeeds Chris Vass, public editor of the Chattanooga Times Free Press.

Other officers elected at TPA's Business Session on Friday, July 17 were Rick Thomason, publisher of the Kingsport Times-News and Johnson City Press, elected vice president for daily newspapers; Jack McNeely, publisher of the Herald-Citizen, Cookeville, elected vice president for non-daily newspapers; Joseph Hurd, publisher of The Courier, Savannah, re-elected secretary; and Eric Barnes, publisher of The Daily News, Memphis, re-elected treasurer.

Directors elected for two-year terms representing District Two are: Maria De Varenne, executive



Photos by Mike Towle, TPA

Via Zoom on July 17, outgoing TPA president Chris Vass (top), Chattanooga Times Free Press, begins the first-ever virtual hand-off of the president's gavel, and incoming president Daniel Richardson (bottom), Carroll County News Leader, Huntingdon, and Magic Valley Publishing Co., "receives" the gavel.

editor of The Tennessean, Nashville; Brian Blackley, publisher of The Tullahoma News; and Dave

See **TPA** Page 4

COVID-19 deals TPA a TKO as 2020 Summer Convention is scrapped

MIKE TOWLE
Managing Editor
July 17, 2020

Refrains of "See you in September," inspired this spring by the Tennessee Press Association's rescheduling of its 2020 Summer Convention three months beyond its original date, is no longer music to TPA members' ears.

With COVID-19 picking up steam and positive tests spiking statewide (and nationwide) in recent weeks, the TPA board of directors on July 17 unanimously approved a motion to cancel this year's Summer Convention.

Originally scheduled for June, the convention in early spring was moved three months later to Sept. 24-25. Hopes were that the extra three months would see enough of a decrease in COVID-19's infectious rates to safely allow for such a mass gathering. But those hopes have now been dashed.

Prior to the July 17 board meeting, conducted virtually via Zoom, Vass and the TPA had surveyed members on whether to push ahead with the in-person convention. The consensus was clear: no dice.

"Most members were concerned chiefly about COVID-19 risk fol-



Vass Richardson

lowed by financial pressures," Vass said. "To organize a successful convention, participation - critical mass, if you will - is essential. The survey was key; I appreciate the good response. That data reinforced the 'Spidey sense' that this convention would be difficult to produce successfully."

"I am greatly disappointed for (new TPA president) Daniel Richardson and his family and teams, and for the news staffs that will miss their awards event in person."

Before formulating her recommendation to the TPA board, Vass said she not only tracked COVID-19 numbers and other data from across the state, she also leaned heavily on the TPA membership survey, which showed a clear mandate to cancel the two-day event.

This year's convention, original-
See **CONVENTION** Page 10

Tennessean ad leads to firing, staff training, donation to Muslim council

ADAM TAMBURIN
The Tennessean, Nashville
June 22, 2020

Editor's note: A follow-up column to this story written by The Tennessean's David Plazas starts on page 2 of this edition.

The Tennessean, Nashville, and its parent company Gannett, announced on June 22 that an advertising manager was fired after the news organization published an anti-Muslim advertisement.

The full-page Sunday ad, purchased by an Arkansas-based orga-

nization centered on end-of-world preaching, used religious language to predict an impending nuclear attack in Nashville by "Islam."

An internal investigation revealed three Tennessean advertising staff members "had the opportunity to review the ad in its entirety" before it was published, according to Kathy Jack-Romero, the president of local sales for Gannett.

"The sales and design teams did not fully read the context of the ad content in its entirety and subsequently approved it," Jack-Romero said.



Mohyuddin Jack-Romero

said in an email responding to questions.

That manager was terminated June 22.

A similar ad, which made

A sales executive did flag the ad for review, but the sales manager "agreed to proceed with the ad without fully reviewing the content,"

apocalyptic predictions but did not mention Islam, ran Wednesday, June 17. Digital ads purchased by the same group were removed from Tennessean.com on Sunday, June 21.

Money from the ad sale is being refunded to the Arkansas nonprofit Future for America. The group signaled its intention to buy billboard advertising and mail letters to thousands of Nashvillians this week.

Separately, Gannett will donate the \$14,000 value of the ad sale

See **TENNESSEAN** Page 3

The Tennessee Press

(USPS 616-460)
Published monthly by the

TENNESSEE PRESS ASSOCIATION, INC.
412 N. Cedar Bluff Road, Suite 403
Knoxville, Tennessee 37923
Telephone (865) 584-5761/Fax (865) 558-8687/www.tnpress.com

Subscriptions: \$12 annually
Periodicals Postage Paid At Knoxville, TN

POSTMASTER: Send address changes to The Tennessee Press,
412 N. Cedar Bluff Road, Suite 403, Knoxville, TN 37923

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

Carol Daniels Editor
Mike Towle Managing Editor
Robyn Gentile Production Coordinator



The Tennessee Press
is printed on recycled paper
and is recyclable.

TENNESSEE PRESS ASSOCIATION

Daniel Richardson, Carroll County News Leader, Huntingdon President
Rick Thomason, Kingsport Times-News, Johnson City Press Vice President
Jack McNeely, Herald-Citizen, Cookeville Vice President
Joseph Hurd, The Courier, Savannah Secretary
Eric Barnes, The Daily News, Memphis Treasurer
Chris Vass, Chattanooga Times Free Press Immediate Past President
Carol Daniels Executive Director

DIRECTORS

Calvin Anderson, New Tri-State Defender of Memphis District 1
Scott Critchlow, Union City Daily Messenger District 1
Daniel Williams, The Paris Post-Intelligencer District 1
Brian Blackley, Tullahoma News District 2
Maria De Varenne, The Tennessean, Nashville District 2
Dave Gould, Main Street Media of Tennessee, Gallatin District 2
Paul Mauney, The Greeneville Sun District 3
Dale Gentry, The Standard Banner, Jefferson City District 3
Sara Jane Locke, The Herald-News, Dayton District 3

TENNESSEE PRESS SERVICE

Dave Gould, Main Street Media of Tennessee, Gallatin President
Jana Thomasson, The Mountain Press, Sevierville Vice President
Mike Fishman, Citizen Tribune, Morristown Director
David Critchlow Jr., Union City Daily Messenger Director
W.R. (Ron) Fryar, Cannon Courier Director
Michael Williams, Paris Post-Intelligencer Director
Carol Daniels Executive Vice President

TENNESSEE PRESS ASSOCIATION FOUNDATION

Victor Parkins, The Milan Mirror-Exchange President
Mike Fishman, Lakeway Publishers, Morristown Vice President
Richard L. Hollow, Knoxville General Counsel
Carol Daniels Secretary-Treasurer

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 October 2020 issue is September 1.

Wild times ahead for 2020 and beyond

If the second half of 2020 is anywhere near as wild as the first, we're in for a doozy. We're already assured of an unusual third and fourth quarter, both economically and socially, as businesses, trade organizations, religious organizations, and social clubs try to make up for lost time, lost events, and lost revenue. COVID-19 and newly re-established racial tensions have ensured that this year will be like no other.

One such effort to make up for lost time is the TPA's rescheduling of our summer convention to September. (The convention has been canceled. Virtual events are now being planned.) Many organizations, including the National Newspaper Association, have opted for a virtual conference.

For community newspapers looking to recoup revenue lost during the first half of the year, promotions around fall sports are one hopeful source to help begin the financial rebound. Publishers have watched in anticipation as officials debate the pros and cons of allowing contact sports and the large crowds they attract. At present, it seems like high school football season will happen in some fashion, meaning that our sports reporters would soon be busy covering sports in the era of COVID-19.



**YOUR
PRESIDING
REPORTER**

DANIEL RICHARDSON

Another positive note is that after several months of not advertising, grocery stores are beginning to run pre-print inserts again as supply chains recover. The fact that these businesses are making the move to get back in the papers says something about our value to the advertiser as well as the consumer.

The Black Lives Matter movement seems to have had the unlikely effect of increasing the coupon count in community newspapers. As activists called for an advertising boycott on Facebook last month, citing the organizations' lack of effort in filtering the spread of hateful content, retail goods giant Unilever made the decision to pull all advertising from the platform. After this announcement, many newspapers have Unilever coupons scheduled to run in their publications for the first time in a long time.

Going forward as an industry, like every other industry, we have to be able to adapt to an

ever-changing environment to continue to add value to those who rely on us to provide necessary news and information. It's more important than ever to band together with industry peers and partners and remember that we are navigating this together. The unique challenges that 2020 has provided will require unique solutions, and together we can make it through these turbulent times.

I look forward to serving as president of the Tennessee Press Association for the next 12 months and hope that I can build on the positive direction that the past few presidents, most recently Chris Vass, have moved the organization. I firmly believe that TPA has a first-class staff that has made a huge impact in the organization's success over the last few years, and I look forward to working with them. My original plans of visiting each paper during the term might now be impossible, but we will find ways to make this a memorable year for TPA.

Daniel Richardson, publisher of the Carroll County News Leader, Huntingdon, and group publisher of the eastern division of Magic Valley Publishing, is president of the Tennessee Press Association for the 2020-2021 term.

How The Tennessean is working to make amends

Editor's note: David Plazas is the director of opinion and engagement for the USA TODAY Network Tennessee. He wrote this column as a June 26 follow-up to The Tennessean's (Nashville) June 21 publication of a controversial ad that was disparaging of and offensive to Middle Tennessee's Muslim community and which wasn't properly vetted by the newspaper's advertising department prior to its publication. For a full account of what the controversial ad entailed and the immediate aftermath of its publication, read The Tennessean's June 22 story, which begins on page 1 of this edition of The Tennessee Press.

The Tennessean acknowledges the June 21 full-page ad was an error. We apologize for the hurt it has caused. We are taking action to make this right.

The Islamophobic ad that ran in The Tennessean on June 21 caused



**GUEST
COLUMN**

DAVID PLAZAS

deep pain and heartache across the community and among our staff.

We acknowledge it should not have published.

We are also taking steps to rectify the situation: terminating the senior manager who made the decision to run it without reading it; reviewing and updating our processes; and working with the Muslim community to make amends.

Even though the advertising and news departments are separate divisions that do not review each other's work, we know the

egregious advertisement reflects on anyone who works for The Tennessean, which is why it hurts so much.

On behalf of The Tennessean Editorial Board, which comprises Vice President and Editor Michael A. Anastasi, Executive Editor Maria De Varenne and me, I apologize to the Muslim community for deeds done and left undone that caused this angst and frayed a relationship that we had been nurturing for the last several years.

I also apologize for the pain and hurt to our journalists, who were relentlessly attacked for a decision that they had no control over.

On Tuesday, June 22, the editorial board invited a dozen Muslim community leaders and advocates to a Zoom call to answer questions, but mostly to listen so we could fully grasp their pain and decide

See **PLAZAS** Page 4

Early survey returns show positive readership numbers

Results are starting to come in from our Tennessee readership survey the Tennessee Press Service has commissioned with Coda Ventures, and what we are seeing is very exciting!

We know newspaper advertising is effective, and we know that our newspapers are read by a lot of Tennesseans. Now we do know: Each month 82% of Tennessean adults are turning to newspapers to find reliable and trustworthy news. That's correct 82%! This is digital and print readership combined and shows that the work you've been doing to engage and inform your communities is working.

The demographic breakdown of that readership is:

- **Gender:** 52% female/48% male
- **Age:** 30% - 18-34; 51% - 35-64 (These are prime consumer ages!)
- **Household makeup:** 30% have children at home; 72% of households have more than one person living there.
- **Education level:** 38% college graduate; 35% some college; 27% high school graduate
- **Home ownership:** 62% of read-



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

ers own their own home (which is great news for getting home improvement, appliances, and other advertisers!)

Coda also asked survey respondents about how long they have lived in their community, which is not something I have seen often in readership studies.

- 34% lived in the community between 5 and 20 years
- 34% more than 20 years

These are huge numbers and a reminder that your readers are committed to the places they live. That is reflected by the response to a question asking if they feel they have a responsibility to help shape the future of their communities:

- 76% said they have a responsibility to their community

We also asked respondents

about public notices in our newspapers, a subject that comes up each year in the legislature. I am looking forward to sharing the answer with the members of the Tennessee General Assembly and repeating it often.

- 72% of readers read the notices in papers most of the time
- 64% of readers agree that Public Notices should *always* be in their newspapers

Survey respondents said newspapers are the No. 1 source that Tennesseans turn to when looking for information about their local governments.

- 53% of Tennesseans look to their local newspaper before any other media
- 33% look first to TV/cable
- 20% listen first to local radio

Newspapers are staying strong by serving their communities. And are doing so by being a trustworthy source for readers.

- 82% feel their local newspapers are trustworthy sources.

Readers said newspapers were more trustworthy than all other providers of news and informa-

tion. No "fake news" from you!

Your readers also vote at an above average rate, with 80% of newspaper readers saying they vote regularly. That's another result I will be sharing with our legislators! I was so excited about the results we are getting on your readers that I had to share, and we will be sharing more as the analysis is completed.

We will be putting the results in a slide deck that you and your teams can use when putting proposals together for your clients. We will also host Zoom calls to answer questions about the results and strategize with your teams on the best ways to present the information to your current advertisers and potential single-issue buyers and subscribers.

You have to love it when what you know turns out to be so!

Thank you!
Carol

Carol Daniels is executive director of the Tennessee Press Association.

TENNESSEAN from Page 1

to the American Muslim Advisory Council, a Nashville-based advocacy group. The company is also giving the council \$50,000 in advertising credit, which will be used for multiple Islamic organizations.

Gannett provides annual mandatory training on diversity and inclusion to all employees corporate-wide. Jack-Romero said the company would coordinate with the advisory council for a round of diversity and sensitivity training for The Tennessean newsroom and sales teams. Additional training will be done company-wide for the entire sales division.

"All sales executives, managers and creative development team members will be provided with refreshed training and policies around hate speech and other sensitive advertising content," Jack-Romero said.

Jack-Romero echoed other Gannett and Tennessean executives Monday, condemning the ad and vowing to address its effect in Nashville.

"We have completed our review,

taken action against the manager responsible, strengthened our processes to ensure this never happens again, and taken steps to mitigate the tremendous harm caused to the community," Jack-Romero said. "We apologize for publishing this ad and we specifically apologize to the Muslim community, in Nashville and more broadly. This should have never happened."

Muslim leader says ad put a 'huge target' on her community

Sabina Mohyuddin, executive director of the American Muslim Advisory Council, confirmed plans to accept the donation from The Tennessean. She said Tennessean executives had reached out to apologize.

"We're grateful that they've opted not to benefit from the proceeds of that ad," Mohyuddin said. "We can use that for something good in the community."

There is work to do, Mohyuddin said. Muslims throughout Middle Tennessee are worried the ad will spark continued discrimination or violence against them

or their places of worship.

"A huge target was placed on our community," Mohyuddin said.

Mohyuddin said those concerns build on a long history of criticism, pushback and vandalism targeting Muslims in Tennessee.

She said her organization would work with Tennessean managers to coordinate training on the Muslim community and Islamophobia.

"Islamophobia is an industry of books and paid speakers . . . The speakers go around the country and peddle their conspiracy theories," Mohyuddin said. "This is something we are continually having to push back against."

The ad was paid for by Future for America, an Arkansas-based organization centered on apocalyptic preaching. Tax documents list "evangelism" as the group's purpose. The group, recognized as a tax-exempt nonprofit, reported \$1,195,650 in assets in 2018, according to tax documents.

In a YouTube video posted by the affiliated group School of the Prophets, a speaker said they placed the ads with The Tennessean because of the "large audience" in print and online.

Jeff Pippenger, who responded to questions sent to Future for America, said the group had tried to advertise with other outlets but "their editorial process rejected the job."

Pippenger said The Tennessean had broken its contract and should issue a refund for the print and digital ads his organization had purchased.

"If they think what we are sharing is 'hate speech,' then I think they should turn loose of what they would consider blood money?" Pippenger wrote in an email hours before Gannett announced it would refund the money.

Text in the ad also referenced prophecies from the Seventh-day Adventist Church, but the church repudiated the ad in statement.

"The Seventh-day Adventist Church in North America is deeply disturbed by the two hurtful ads recently published in the Nashville Tennessean," the church said in a statement. ". . . Further, we need to be clear: there is no connection between the Seventh-day Adventist Church and this group and their teachings, which serve to hurt and cause disharmony."

FOR YOUR CALENDAR

August 2020

- 27-30: 2020 Investigative Reporters and Editors (IRE) Annual Conference, Gaylord National, National Harbor, Md.
- 31: Deadline for Tennessee Newspaper Hall of Fame nominations

September 2020

- 24: 2020 Tennessee Press Association State Press Contests awards presentations, to be conducted virtually

October 2020

- 1-3: National Newspaper Association's 134th Annual Convention and Trade Show, Virtual Convention
- 4-6: 2020 Annual Meeting of America's Newspapers, Watergate Hotel, Washington, D.C.
- 21-25: College Media Association Fall National College Media Convention 2020, in conjunction with Associated Collegiate Press, Atlanta Hyatt Regency, Atlanta, Ga.

March 2021

- 9-14: Spring National College Media Convention 2021, New York Marriott Marquis, New York, N.Y.

June 2021

- 23-26: 2021 Tennessee • Arkansas • Mississippi Press Associations Tri-State Convention, Memphis.

September 2021

- 30-Oct. 2: National Newspaper Association's 135th Annual Convention and Trade Show, Hyatt Regency, Jacksonville, Fla.

October 2021

- 14-17: Fall National College Media Convention 2021, offered in conjunction with Associated Collegiate Press, New Orleans, LA, Sheraton New Orleans

Read any good catalogues lately? Let me tell you about one

Over the years, I've heard ad professionals talk about the outstanding copywriting that can be found in catalogues. Of course, there are other approaches to advertising creativity, but catalogues excel when it comes to descriptions of product features and benefits.

Some of the best examples can be found in L.L. Bean catalogues. Let's take a look at a two-page spread featuring their famous snow boots. Even if you live in an area that doesn't have snowy winters, it's easy to appreciate this well-crafted concept.

A color photograph occupies the entire left page and half of the right page. The close-up photo shows the boots being worn in the snow. The tops of the boots are just below the cuffed jeans,



AD-LIBS®

JOHN FOUST

demonstrating the ankle height of one of the styles. Although there is snow on the boots, it is clearly not soaking through. The headline reads, "Bean Boots for the Snow."

The sub-headline reads, "Presenting our limited-edition waterproof Bean Boots, with 400 grams of toasty PrimaLoft insulation and a breathable Gore-Tex lining to keep your feet dry and comfortable in extreme wet weather." The PrimaLoft and Gore-Tex logos appear at the bottom, along with

their slogans.

The main copy to the right of the photo states, "For men and women . . . handcrafted in Maine since 1912, one pair at a time. Premium full-grain leather sheds snow and rain. Supportive steel shank enhances stability and comfort. Waterproof rubber boot bottom with chain-tread sole provides traction and durability."

Under that is a section that provides details on sizing for lined and unlined styles. There are six more photos, three of men's boots and three of women's boots. Each photo is accompanied by a few words of additional information on boot heights, available colors, linings and prices. At the bottom right corner of the page, there is a box which encourages readers to "See more styles and colors at

LLBean.com."

What else do you need to know? It's all right there on those two pages: A succinct five-word headline, a photo that shows the product in use, features and benefits in the copy, product details to help you choose the right size and style, and where to go for more information.

This is just one product in the catalogue. Descriptions such as this appear on every page. In addition, L.L. Bean enhances their marketing efforts with generous discounts, guarantees and delivery policies – all of which are designed to provide consumers with reasons to trust (and buy) their products. Because they don't resort to shallow claims and exaggerations, you won't find words like "unbelievable," "fantastic" or

"awesome" in their descriptions. By keeping the focus on relevant features and benefits, they essentially let the products do the selling. And it's no secret that they sell a lot.

Obviously, not all advertisers are planning to publish a catalogue. But many of them can increase sales by using these catalogue techniques.

In other words, if the shoe fits, wear it.

(c) Copyright 2020 by John Foust. All rights reserved. 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

TPA from Page 1

Gould, owner of Main Street Media of Tennessee.

Vass will continue on the board for one year as immediate past president. Also continuing on the board as directors are Calvin Anderson, The New Tri-State Defender, Memphis; E. Scott Critchlow, Union City Daily Messenger; Dale Gentry, publisher of The Standard Banner, Jefferson City; Sara Jane Locke, The Herald-News, Dayton; Paul Mauney, publisher of The Greeneville Sun; and Daniel Williams, office manager of The Paris Post-Intelligencer.

TPA member admission categories discussed

One of the topics discussed during the July 17 concurrent board of directors meeting and TPA business session conducted

via Zoom concerned whether to start considering news organizations that are digital-only and/or non-profit into TPA, which has traditionally consisted of only print/for-profit entities.

"We need to make digital-only news organizations eligible for membership," said Alison Gerber, Chattanooga Times Free Press and chair of two TPA committees. "Non-profit (news) organizations are growing (too), and we (print newspapers) are becoming a niche."

Carol Daniels, TPA executive director, followed Gerber's comments, saying, "We, newspapers, are still a viable (news) source, and our membership has grown. Community newspapers are never going away."

"The digital wave is coming, and coronavirus has accelerated that," added Eric Barnes, the Memphis Daily News, who's also the publisher of The Daily Memphian, a digital-only publication. "This digital

transformation is speeding up."

About Daniel Richardson

Daniel is the youngest son of Dennis and Lisa Richardson, with Dennis having founded Magic Valley Publishing Company in 1983. Daniel is a veteran of the United States Marine Corps and a 2012 graduate of the University of Tennessee at Martin. He resides in Camden with his wife, Lena, and their three daughters. He is a member of the Camden Church of Christ and the Camden Rotary Club.

About TPA

The TPA was founded in 1870-71 for the purpose of creating a unified voice for the newspaper industry in Tennessee. Today, TPA continues to provide assistance to its 129 member newspapers by monitoring legislative activities, providing training programs, issuing press credentials, maintaining a website and providing regular meetings and forums to foster the exchange of information and ideas.

The TPA presidency rotates among TPA's three divisions of Tennessee - East, Middle and West - and alternates each year between a daily and non-daily publication. It is customary that, when a person is elected a vice president, he or she will serve two terms as vice president before being elected president.

PLAZAS from Page 2

upon the next steps we must take from their recommendations.

The start of my relationship with members of the Muslim community began in early 2015.

I agreed to publish a point-counterpoint by former Vanderbilt professor Carol Swain and former American Muslim Advisory Council Executive Director Paul Galloway. This followed the massacre of 17 people in Paris — including several journalists at the French satirical magazine Charlie Hebdo — by extremists claiming to act on behalf of the religion of Islam.

Swain had submitted a guest column calling for curbing the civil rights of American Muslim citizens in response to the attack. I reached out to Galloway for a response, and, in his guest column, he denounced both the massacre and bigotry against Muslims.

During the June 22 editorial board meeting, I apologized for publishing Swain's column. I apologize now to the community through this column. I was woefully ignorant at the time about the abuse and fear-mongering leveled at Muslims over the years and never intended to escalate it, even if in the name of open public debate.

Over the years, our editorial board has met with American Muslim citizens in conversations at The Tennessean offices and at

mosques. We have also broken bread at Nashville's Community Iftar and served as discussion facilitators.

We did this because it is the right thing to do. Our company, Gannett, has a longstanding commitment to diversity.

Diversity, inclusion and equity are core values for The Tennessean

In recent years, the company has increased its investment in and made diversity, inclusion and equity work a core part of our mission and values.

The Tennessean formed a diversity and inclusion task force in 2016 that makes recommendations about coverage, fosters a newsroom culture that welcomes and better reflects people of diverse backgrounds, and proactively seeks out voices that help illuminate, train and challenge us.

There will be many more actions to come in the months ahead both internally and externally.

The Tennessean Editorial Board is committed to upholding our First Amendment responsibilities, giving voice to the unheard, welcoming diverse viewpoints and standing for civility.

As we continue our efforts to make amends, we will make sure we are always acting in the spirit of service to the community, proactive leadership and respect for the dignity of our fellow citizens.



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
June 2020	\$51,490	\$11,601
Year* as of June 30	\$682,076	\$95,698

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

Are you capturing all community voices in your coverage?

Minnesota is in the spotlight following the recent death of a black man during a police arrest. Racial unrest has erupted everywhere and forced all institutions and organizations – everyone – to examine attitudes toward and treatment of minorities.

It's an opportune time for newspapers to ask: Are all of your readers' voices represented in your coverage? Providing as many perspectives as possible to an issue or event should be part and parcel to everyday reporting. It's the foundation of a well-rounded story.

The examples surface in everyday reporting. Consider a city council debating whether to give a tax break to a prospective big-box retailer. Stakeholders range from existing merchants to consumers. Are you reporting the comments solely of those at the front of the room? Are the opinions of those individuals in the back of the room – and, more broadly, residents across the community – given equal attention?

The necessity to give voice to all constituencies is elevated in an issue as powerful as race relations. The death of George Floyd in late May has generated broad coverage of everything from protests to legislative proposals.

The events warrant an examination in the broadest sense of how all voices in a community are represented in everyday coverage. How are you monitoring and



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

reporting on the demographic and social fabric of your communities?

Here's an action item for your next newsroom meeting: Ask reporters to identify the community newsmakers. Better yet, review newspapers from the past few months and circle anyone receiving attention in words and photos.

Several individuals are likely to be on the list, no matter the community: for example, the mayor and city council president; the superintendent and school board chair; the county's chief administrator and the county board chair; local legislators; the heads of key local commissions and task forces. And these folks probably appear with some regularity.

Then identify who is missing. Are there constituencies who live, work and play in your community but rarely are recognized? Your newspaper content, if it is to be regarded a living history, should reflect the full range of dynamics that make up your community fabric.

Examine your coverage to see if it reflects all aspects of the local

landscape. This exercise is far from a once-and-done newsroom brainstorming. Include your entire newspaper family, which often represents a cross-section of your community.

Go beyond the newspaper as well. Here are some ideas:

Convene a readers' board. Rotate a panel of citizens to regularly evaluate newspaper content.

Solicit perspectives for bigger projects such as in-depth series. Connect first with the stakeholders of a story idea, who can identify aspects they deem important to understanding a subject.

Identify and follow key influencers. The digital world brings the community to you at any time and any place. Find local bloggers, tweeters and other influencers on Facebook, Instagram and other social media. Track what's on their minds.

Provide online forums. Have a regular "chat with editors."

Convene brown bag lunches. Invite community members to discuss topics ranging from overall content to specific content beginning with: What voices are we missing?

Conduct a "call the editors" night. Promote an evening when managers will be "on call" to answer any and all questions, or to focus attention on a specific topic.

Identifying opportunities for expanded coverage is the first

step. Developing and implementing a plan of action are next. This should be viewed as a long-term and neverending process. Make no mistake, any new initiatives will tax an already burdened newsroom in today's changing media landscape. You cannot simply add tasks without redeploying and/or adding resources.

Share the process with your readers and encourage their participation. At the same time, make it clear that you'll be the final arbiter of which ideas will be carried out among the multitude you'll likely receive.

A couple of points in that regard: Be clear in setting expectations; you can't be all things to all readers. Weigh your action plans carefully; avoid token stories and focus

on coverage that can be continuing and substantive.

All of this is hard work, but the effort will reap dividends for everyone. The ideas will translate into substantive content, and your newspaper will increase its relevancy in readers' everyday lives.

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.



Tennessee Newspaper Hall of Fame call for nominations for possible 2021 induction

All nominees must be deceased two or more years prior to the nomination. The nomination form is available at tnpress.com/hall-of-fame/ or contact rgentile@tnpress.com.

DEADLINE: Aug. 31

Daily Banner cutting print editions to 3 a week

STAFF REPORTS
Cleveland Daily Banner
July 19, 2020

In response to the economic challenges presented by the ongoing COVID-19 pandemic, as well as to how readers consume community news and information, the Cleveland Daily Banner was to begin publishing three print editions weekly, effective Aug. 2, while promoting real-time digital news reporting.

According to Publisher Ralph Baldwin, the newspaper is experiencing substantial revenue losses even as it continues to inform the community during the ongoing crisis.

"Advertising accounts for about 90% of our total revenues. We've

lost 60% of our advertising revenues over the past four months," Baldwin said. "Several major retailers have gone out of business, others closed their doors for months. Their advertising has not returned due in part to the uncertainty of goods availability and shipping schedules. The measures we're taking will help this newspaper survive this storm of uncertainty while building a solid digital foundation for the future."

Baldwin added, "No matter the medium or publication cycle, informing our readers and community continues to be our top priority. We've seen a steady growth in our web traffic on clevelandbanner.com with our coverage of the daily escalating

COVID-19 pandemic. Reducing print frequency of unprofitable publishing days enables us to meet our readers where they are and allows our news team to focus their efforts on providing news coverage online as it occurs."

Beginning Aug. 2, the weekday print editions of the Banner were to publish on Sunday, Wednesday and Friday. All the features and sales inserts regularly found in the newspaper's Sunday edition will remain.

"Producing three editions each week will allow our staff to create more robust, community-focused newspapers, with all the content

TPA MEMBER COVERAGE SHOWCASE I: News Sentinel, Knoxville

Spoon the pig eats healthy trying to lose 40 pounds

AMY MCRARY
News Sentinel, Knoxville
January 29, 2020

How's your New Year's resolution coming? Imagine you're a girl who hates mornings, loves a nap and just isn't into exercise.

Then the doctor says you need to lose a you-gotta-be-kidding 40 pounds.

Frankly, at 240 pounds, you have become a bit of a porker. Wonder if that tutu you wore year before last, the one with the 47-inch girth, still fits?

And it doesn't even matter you eat healthy — lots of salads and fresh vegetables with just an occasional spoon of ice cream. That excessive weight can cause arthritis, among other health issues. It's got to come off, some way, somehow.

means "fat and round" in New Zealand's Maori language. Spoon's still young; the pigs live to be 18 to 20 years old.

Kunekunes can be raised for food; Reimert says they're considered a "meat pig." Never say those words around Spoon. She's a strictly live-in-the-house, wear-a-scarf-when-it's-chilly member of the family since Tucker and Reimert brought the 3-month-old piglet home from a Charlotte, N.C., breeder.

She's their first pig, but they're animal lovers. They once owned a massive 3,100-pound Holstein steer named Boomer. Spoon came into their lives after their beloved golden retriever, Zephyr, died a few years ago. Zephyr, who'd bring in the newspaper, was so much a perfect dog that Reimert and Tucker



(Top photo) Spoon constantly draws people's attention when out at Market Square.



Photos by Saul Young, News Sentinel, Knoxville

Scott Tucker and Michelle Reimert with Spoon, their pet Kunekune pig, at Market Square on Thursday, January 23, 2020.

Such is the dilemma facing Spoon, the 6-year-old pet pig of Scott Tucker and Michelle Reimert.

Cute and smart, Spoon's a pet

Anyone who has ever blinked twice at the scale reading can relate. The weight crept up on Spoon — though it's hard to carry off much girth at all when your legs are as short as hers. She's considered a compact pig, and she's no ordinary swine.

Spoon's a kunekune pig. Native to New Zealand, kunekune pigs are a stocky, sweet-tempered, smart breed. Kunekune — pronounced "cooney cooney" —

decided they couldn't get another. Instead, they decided on a pig.

After a couple of years of researching and looking, they decided on a kunekune pig.

One look at Spoon, and she decided on them.

There's a lot of Spoon to love

Now, there's a lot of Spoon to love. Ideally, her veterinarian, University of Tennessee College of Veterinary Medicine Professor Emeritus Sarel Van Amstel, would like the pig to weigh 200 pounds. Realistically, Reimert and Tucker would be thrilled if Spoon slims to 220.

Dropping 20 or 40 pounds is



(Above photo) According to Spoon's veterinarian, she is overweight at 240 lbs.

a daunting task Spoon's likely to snort over. It means mostly exercise with a few diet adjustments.

Spoon eats twice a day. She gets salads with spinach, lettuce, zucchini and cucumbers mixed with three-fourths cup of protein-filled pig food pellets. She doesn't even eat as many pet pellets as she could have.

She might get a few blueberries or Cheerios as treats. Yes, she does love downtown Knoxville's Cruze Farm and Kilwins ice cream. But she only gets a taste of whatever

Reimert or Tucker have.

So the couple have downsized Spoon's salads, cut back on any ice cream and eliminated iceberg lettuce. They're keeping her out of the field where she munches grass. Grass, Reimert says, has sugar in it.

An exercise regimen for a pig

But fewer greens and treats alone won't slim Spoon. She needs an exercise regimen.

For a pig, that means walking.

Spoon, who wears a walking harness, has always walked. Reimert and Tucker walk her at downtown Knoxville's Market Square, the University of Tennessee Gardens off Neyland Drive or South Knoxville's Suttree Landing.

It's not her favorite thing. "She humors us," Reimert says. After all, pigs sleep 75 percent of the day. "She's just extremely lazy," Reimert says. "Pigs are just lazy."

Weight loss demands Spoon walk at least every other day and for longer distances than her usual quarter of a mile amble.

If Spoon's going to burn calories, she's isn't going to lose much weight on Market Square walks. It's not her fault.

She's a celebrity that makes people stop to pet her, take her photos and ask Tucker and Reimert questions. Even an early evening stroll on a chilly winter weekday requires 45 minutes to navigate from the square's TVA Tower end to Krutch Park.

Reimert and Tucker hope Spoon can lose five pounds a month. That means months of determination, dedication, many steps and smaller salads.

"If we could get to 220, everybody would be happy," Reimert says.

TPA MEMBER COVERAGE SHOWCASE II: The Wilson Post, Lebanon

Sentimental Southern storyteller has entertained audiences in all 50 states

KEN BECK
The Wilson Post, Lebanon
January 13, 2020

If you think you know a thing or two about Jack McCall, you might be surprised.

You might be surprised to know that he's ridden a mule to the bottom of the Grand Canyon more than a dozen times.

You might be surprised to know that he cooks mighty fine sausage and ham in an iron skillet.

You might be surprised to know that his grandchildren call him by the same name his mother called her grandfather — Daddy Jack.

You might be surprised to know that he has decided upon the perfect epitaph for his tombstone.

However, if you read his weekly "Across the Miles" column, which recently began running in The Wilson Post, you would not be surprised to know that this motivational humorist holds a deep appreciation for the values of an old-school upbringing, life lessons he gleaned from his parents and grandparents while growing up a farm boy in the hills and river bottoms of Smith County.

Opportunities to share those lessons have carried him to every state in the union and allowed him to share the gift of hope to thousands.

McCall, 68, described his calling saying, "I remind people of what's important and do it in an entertaining way. My strength is in storytelling and resurrecting memories. I don't tell my stories because my stories are important. I tell my stories to remind other people of their stories because everyone has a story.

"I want them to feel inspired and good about themselves and give them hope. I'm kind of a hope merchant."

The speaker often turns to the past to point others toward a brighter future. He draws material from his life experiences, specifically from his childhood on a 67-acre tobacco farm in the Punch community three miles west of South Carthage.

"My mother and father and I clicked from day one, and I spent lots of time with my maternal grandfather. I literally got to experience another generation, the one before my father's. I got a

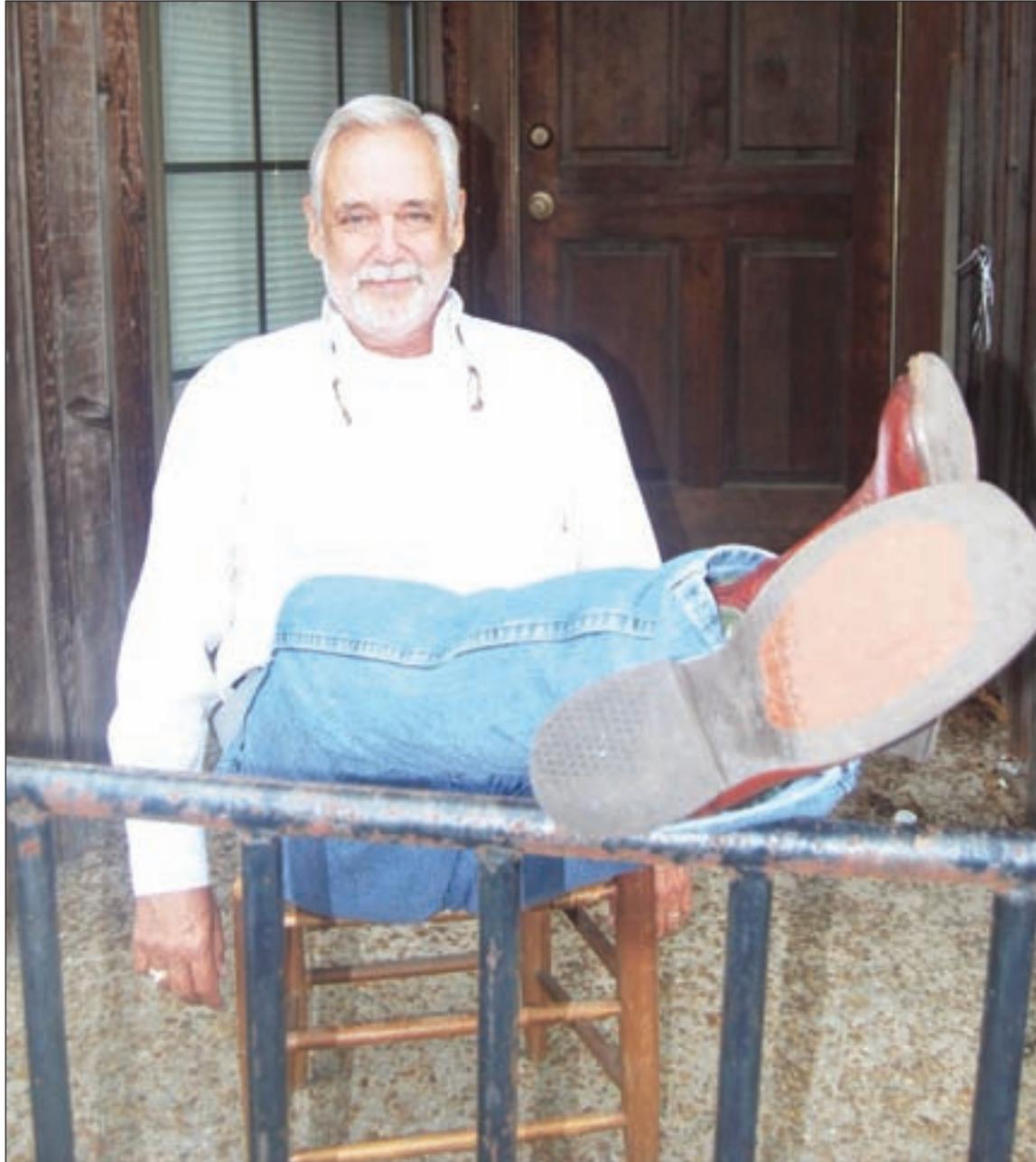


Photo by Ken Beck, The Wilson Post, Lebanon

On the stoop of his office in downtown Hartsville, Jack McCall takes a load off and eases back in the cane-bottom chair that belonged to his maternal grandfather, Will Herod Brim.

bird's-eye view of it," said McCall, who spent many hours at his grandparents' farm in Brim Hollow where their house had no running water, was heated by a wood stove and the only electricity came in the form of drop cords in the center of two rooms.

Jack, the son of Frank T. and Mary Helen (Brim) McCall, grew up with three brothers — Tom, John and Dewey — and a sister, Shari, on the farm owned by

their grandmother, Amy Manning McCall, where they raised cattle and hogs

"We were busy but very happy. Mom and Dad were great people, almost ideal. Dad was a tobacco farmer, and Mom was a homemaker. They really complemented each other really well. Mom was a quack doctor. She called herself Dr. McCall," he said with a laugh.

McCall got a small taste of the road that lay ahead at the age of

12 when he entered a declaration contest in the seventh grade at Carthage Elementary School and recited President John F. Kennedy's 1961 inaugural address ("Ask not what your country can do for you — ask what you can do for your country.")

He recalled, "I got beat bad. Mom said, 'Why don't you do it next year and you can do it better?'"

He followed her advice and won

the contest in his school as well as in the all-county event. That led him to take debate in high school and earned him a debate scholarship to Tennessee Tech after he graduated from Carthage High School in 1969.

Before those college days, McCall worked a variety of jobs beginning at the age of 12 at G&R Dairy Chef (later to become Brenda's Restaurant and now Michael & Hannah's), where he earned 40 cents an hour. During his junior and senior years in high school, he served as host of Sunset Serenade Sunday afternoons on WRKM-Radio in Carthage as he spun big-band records.

He also labored as a livestock auctioneer and clerk for Bobby Woodard at Farmers Commission Company in South Carthage and spent a couple of summers measuring tobacco.

After a year at Tech, he headed for Knoxville and earned an animal science degree from the University of Tennessee. Upon graduating, he became the manager of the stockyard in Woodbury, Tenn., from 1973 to 1978.

In 1979, he married Kathy Oakley of Hartsville. Wed for 40 years, they have three sons, J. Brim, Jonathan and Joseph; and seven grandchildren under the age of 9.

After serving five years as a livestock grader for the Tennessee Department of Agriculture, McCall worked five years as a loan officer for Citizens Bank of Hartsville and three years as manager of Cumberland Bank in Gallatin.

Next, he sold insurance and did estate planning for the Donaho & Jones Agency in Hartsville, was executive director of Sumner Foundation in Gallatin and then administrator of Trousdale Medical Center in Hartsville.

"I did a lot of things for about five years," quipped McCall, who also studied at the Graduate School of Banking of the South at Louisiana State University.

McCall had been making speeches on the sidelines since he left college, much of it on the 4-H circuit. In the early 1990s, he mailed a promotional package to 15 speaker's bureaus.

"One bureau in Arkansas called

See **MCCALL** Page 9

NEWS & MOVES

TBI now charging journalists \$29 for criminal background checks

The Tennessee Bureau of Investigation in July began charging journalists \$29 to provide criminal background checks for news reporting, a move the agency said was driven by the state budget crunch.

TBI's media office, which collects information for reporters, previously provided reports on a person's statewide criminal history to news outlets for free. TBI spokesperson Josh DeVine said the agency changed its policy this year after a budget review ordered by the governor.

DeVine said his office received an average of about 15 criminal background requests from journalists each week. He estimated they each took about 30 minutes to pull from a statewide database and redact.

Reporters use the background checks, which include a person's complete criminal history in Tennessee, to collect information about alleged crimes and suspects in real time. Previous checks shaped early coverage of Travis Reinking, the man suspected in the 2018 Waffle House shooting, among others.

Members of the public can order the criminal history reports for \$29, in line with state law. Typical public requests are made by landlords seeking tenants or employers vetting job applicants.

It is a sizable revenue source — the agency collected \$5.4 million

in fees during the 2019 fiscal year, DeVine said. He said waiving the fee for journalists led to "more than \$22,000 in estimated lost revenue annually."

DeVine said the media was exempted from the cost "as a courtesy." The new policy brought media requests in line with the others.

"At the end of the day this is an issue of equality, and we wanted to make sure we were treating people equally across the board," DeVine said. "We were looking at the amount of free work that we were giving away, and it just didn't make sense."



Fisher

But open records advocate Deborah Fisher said the added fee for reporters could "reduce the flow of information" to the public, with media organizations picking and choosing when to pay the fee.

Fisher, the executive director of the Tennessee Coalition for Open Government, said that outcome was not in line with the TBI's decision to hire multiple information officers tasked with working to answer reporters' questions.

"State agencies have people who specialize in media relations who

NOTE: TPA is currently having discussions with the TBI in regards to special considerations on pricing for TPA members.

try to get information to the media specifically because they want accurate information out there," Fisher said. "If TBI really wants to say, 'We're not going to answer a news media question unless they

give us \$29, I think that's strange."

DeVine said the TBI received "feedback" after announcing the change to newsrooms, and that some exceptions might be made on a case-by-case basis.

"We acknowledge there may be instances involving immediate public safety in which releasing an individual's criminal history is both relevant and warranted," DeVine said. "That determination will be at the discretion of the Director."

Gov. Bill Lee took office in 2019 promising a "complete overhaul" of the state's open records and meetings laws "to make government more transparent." Spokespeople for his administration have called it an ongoing goal.

The Tennessean, Nashville
July 7, 2020

Facebook Journalism Project provides \$16 million to newsrooms

Facebook has announced that more than 200 news organizations will receive nearly \$16 million in grants through the Facebook Journalism Project's relief fund for local news.

Five organizations in Tennessee were selected to receive grants, two of which are TPA members:

- Daily Memphian – grant amount \$75,000
 - The New Tri-State Defender, Memphis – grant amount \$50,000
- These grants stem from \$25 million in local news relief funding announced in March as part of Facebook's \$100 million global investment in news. It includes:

- \$10.3 million being awarded to 144 US local newsrooms as part of the COVID-19 Local News Relief Fund Grant Program.
- \$5.4 million being awarded to 59 North American newsrooms that participated in Facebook Local News Accelerator programs focused on subscriptions and memberships.

Remaining funds will be used throughout 2020 to support projects focused on longer-term sustainability in local journalism.

- The pool of grant recipients is notable in several ways:
- Nearly four in five are family- or independently owned.
 - Half are published by or for communities of color.
 - Nearly 40 percent are digitally native publishers.
 - Just over a third are non-profits.

Submitted
March 2020

Grainger Today awarded \$5,000 funding from Google

Grainger Today earlier this year received a Google News Initiative's

Journalism Emergency Relief Fund (JERF) award of \$5,000 recently. In its first wave of announcements, the international tech company selected Grainger Today as one of the news organizations to receive funds to be used for local news-gathering and reporting.

More than 12,000 applicants from 100 eligible countries applied for the program.

According to the application, the fund's aim is to support the production of original journalism for local communities in the face of the COVID-19 pandemic.

The fund targeted newsrooms employing two to 100 full-time journalists who produced original local news content. Having a digital presence was also a requirement for eligibility.

"We are extremely excited Google chose Grainger Today. They recognize small, independent news organizations producing local journalism are a relevant, invaluable asset to the communities they serve. We are so proud to be part of that," said Grainger Today Publisher/Owner Ann Cason.

According to the agreement with Google, Grainger Today must use the funds for purchases directly connected to newsgathering. Grainger Today's plans include maximizing remote working capabilities and purchasing camera equipment used primarily for news and sports photography and video equipment that can be used for live-streaming and posting video on

See **NEWS & MOVES** Page 10

BANNER from Page 5

readers have been used to getting in their newspaper, and more," Baldwin said.

Banner also making changes to its website

In the meantime, Cleveland's community newspaper is reinventing its website to feature news and sports as it occurs. Paid subscribers will have access to all digital offerings, including live video streams in the near future, digital access to published sales inserts, and much more.

The cost of a subscription will remain basically the same going forward.

"For decades, newspapers have subsidized their subscription rates with advertising revenues. With the sharp downturn in advertising revenues, we can no longer afford do that," said Baldwin. "Even though we are curbing our printed editions, we will be producing more content than ever before. That content has value."

Beginning Aug. 1, a monthly all-inclusive digital and print subscription for local home delivery will be \$8.25, while a 12-month subscription will be discounted at \$91.25.

That equates to 25 cents per day for real-time news, plus three printed newspapers per week chock full of your favor-

ite features and local news and sports. Only paid subscribers will have access to online offerings and peruse the Banner's digital editions.

Out-of-county and out-of-state rates are also available.

Current subscriptions will be honored at current lengths.

The retail rate of a single-copy, print edition purchased from racks or vendors will remain 75 cents on Wednesday and Friday, and \$1.50 for the Sunday paper.

"We remain committed to covering all the news surrounding COVID-19 and how we recover as a community from this unprecedented pandemic," Baldwin said. "In these uncertain times, we are as committed as ever to serving

you, and sincerely appreciate your trust and support of the Cleveland Daily Banner."

As part of the coming transition, Baldwin pointed out the reference to "Daily" in the local newspaper's name will not be affected.

"The 'Daily' portion of the Cleveland Daily Banner name will remain because the news staff

will be aggressively updating our website throughout the course of each day," Baldwin explained. "Our publishing frequency will actually increase by using multiple platforms. We may have only three print editions a week, but will be publishing daily online and pushing out information to our subscribers and readers through social media."

Tennessee State Press Contests
Awards Virtual Ceremony
Thursday, September 24
3:00 p.m. Eastern/ 2:00 p.m. Central

Court injunction prevents full implementation of NLRB's new election rules

In a previous column, I updated everyone on the changes in the Election Rules. These rules were scheduled to go into effect on June 1, 2020. The AFL-CIO filed a suit against NLRB in the United States District Court for the District of Columbia, which issued an Injunction. That Injunction prevents five (5) of the planned changes from going into effect. The Court ruled that the NLRB failed to follow the proper Administrative Procedure in issuing the new rules. The five rules that have been enjoined are:

1. Giving parties the right to litigate eligibility issues prior to an election, instead of after;
2. Instructing Regional Directors to normally not schedule an election prior to the 20th business day after the direction of election;



LEGAL UPDATE

L. MICHAEL ZINSER

3. Serving the voter list within 5 business days, instead of two 2 days;

4. Limiting election observers to those in the Voting Unit;

5. Instructing Regional Directors not to issue certifications if a Request for Review is pending, or the time to file such a request has not yet passed. The Court ruled that these NLRB Rules were substantive rather than procedural in nature and cannot go forward.

The Injunction did not halt implementation of all of the rule changes announced by the Board. On June 1, 2020, the NLRB and its General Counsel's office issued a statement confirming that the procedures not impacted by the Court's Injunction would go into effect immediately, and the NLRB intends to appeal the Court's Order. Pending that appeal, the following rule changes are now in effect:

1. The Board's Pre-Election Hearing will generally be scheduled fourteen (14) business days from the Notice of Hearing;
2. The Statement of Position is now due 8 business days from the Notice of Hearing, and the Response (a new requirement altogether) is due 3 business days later;
3. Parties will be permitted to file

Post-Hearing Briefs for Pre-Election and Post-Election Hearings as a matter of right;

4. Posting the Notes of Election must occur within five (5) business days of serving the Notice of Hearing, instead of two (2) calendar days;

5. All time periods will be in business days.

The changes that are now in effect will lengthen the time from the date of the filing of the Election Petition and the Election. The amount of time is not lengthened as much as the complete set of Rules, but it is an improvement for Employers everywhere. All of these changes help preserve the Employer's First Amendment right to fully communicate and educate its employees before the date of the

Election We will keep you updated on the appeal.

Supreme Court Rules Title VII protects LGBTQ individuals from employment discrimination

On June 15, 2020, the U.S. Supreme Court held that employment discrimination on the basis of sexual orientation and gender identity is sex discrimination based on sex and is unlawful under Title VII of the 1964 Civil Rights Act. The decision resolves a long-standing split among the federal courts as to whether Title VII applied to sexual orientation and gender identity.

The Court explained that employ-

See **ZINSER** Page 10

MCCALL from Page 7

me the day after they received it, and said, 'We think we can use you,' " remembered McCall. They hired him and began booking him for nationwide audiences.

Among the titles of his presentations are "Making Your Life Count," "The Challenge of Change" and "Life: The Great Balancing Act."

The non-business world

In 2000, he dropped out of the corporate world and went full time into professional speaking via his Jack McCall & Associates. He says it was a great decision. He makes about two long-distance engagements a month now along with one or two closer to home. In his peak year, he made 87 talks across the country and has stood before crowds as large as 2,500 and as small as three.

McCall said, "The most interesting place I've been was to Anchorage, Alaska. That was the only place where I made a speech before daylight at 9 a.m. in the morning, and it was pitch black."

Among his clients have been Bridgestone/Firestone, Century 21, the CIA, Hartford Life Insurance Company, John Deere, Marriott Corporation, American Farm Bureau, Oregon State Police, Sherwin Williams, State Farm Insurance, Tennessee Bankers Association, Toshiba, Toyota and UPS.

Twelve years ago, he began writing a newspaper column, which



Photo by Ken Beck, The Wilson Post, Lebanon

Motivational humorist and writer Jack McCall sits in his Hartsville office just a stone's throw from the Trousdale County Courthouse. The Smith County native has entertained audiences in all 50 states and pens a weekly column, "Across the Miles" for about 10 Middle Tennessee newspapers including The Wilson Post. His topics often harken back to his country-boy raising. The portrait on the wall behind him reflects his admiration for British statesman Winston Churchill.

now appears in The Wilson Post, The Dickson Post, The Cheatham County Exchange, The Carthage Courier, The Hartsville Vidette and The Macon County Times among others.

He also has compiled some of his best columns into five books: "Fireflies in Winter," "Snowflakes in Summertime," "Daffodils in

Autumn," "Falling Leaves and Springtime" and "Mansions in Your Memory."

He plans to start on his sixth book soon and says, "I'm trying to crank out a theme book that will be a support to my most popular speech that is titled 'Rekindling the Fire When You're Down to a Pilot Light.' The book will be titled 'Rekindling the Fire: The Care and Feeding of the Human Spirit.'"

McCall and his wife are members of First Baptist Church of Hartsville, and he has been teaching a Sunday school class 51 years.

"When I was 17, in the little country church (Plunkett's Creek Missionary Baptist Church) that I attended, the teacher, Reese

Enoch, asked me to take over his Sunday school class in the auditorium. After a month they brought the intermediate class in so I had everyone from 10-year-old boys to 90-year-olds," he said.

Eight years ago, he initiated a Who So Ever Will men's Sunday school class that nowadays meets

at 8:30 a.m. Sundays in the Early Bird Restaurant near the Hartsville town square. He started by offering physical and spiritual food.

"I began as the ham and sausage maker," he said, "but I really wanted them to come for the lesson, not the food. I compiled a list of 100 men and wrote them all a letter to let them know we were gonna meet in the restaurant. It would last 30 minutes. And then I said, 'Come and have a biscuit.' We had eight or nine come the first few weeks, and now we average 55. They're coming from four counties and from all denominations," he said.

"We have four rules: Come as you are. You won't be asked to read or pray. And you won't be hassled if you don't come back. The best thing about it is the fellowship of these guys getting together and giving each other hope."

During his free time, the orator raises cattle and has been canning fresh vegetables, sort of a tribute to his late mother. A few years back he snared blue ribbons at the Trousdale County Fair for his tomato juice, salsa, tomato relish, banana peppers and snap beans. This past summer he canned 60 quarts of tomato juice and 24 pints of his mother's famous green-tomato pickle.

As for what's next, McCall says, "I'm still doing what I love to do and think I have 10 more good years in me. I'm not one of those who thinks about retirement.

"When I die, it will suit me fine if all it says on my tombstone is

'Here lies a Bible teacher.' I'm a blessed man."

Read Jack's Books

Jack McCall has written five books: "Mansions in Your Memory," "Fireflies in Winter," "Snowflakes in Summer Time," "Daffodils in Autumn" and "Falling Leaves and Springtime." They may be purchased for \$12.50 each at DT McCall & Sons in Lebanon or from his website, jackmccall.com.

TPA Sponsored Webinars for members

August 13
Speaking Geek: Reporting Trends

August 14
Best Practices for Public Notice

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

ZINSER from Page 9

ers cannot discriminate on the basis of sexual orientation or gender identity without also unlawfully discriminating on the basis of sex. These categories, by definition, implicate sex. Whether someone is “Heterosexual” or “Homosexual” depends on whether they are attracted to the opposite sex or their own sex. Likewise, whether some-

one is “Cisgender” or “Transgender” depends on whether they identify with their sex assigned at birth or whether their gender identity conflicts with their assigned sex. The Court ruled that thus, discriminating against someone in any of these categories necessarily requires the employer to treat that employee differently than another employee with the same sexual interest or gender identity but a different

assigned sex.

While some states and localities have already enacted legislation that protected sexual orientation and gender identity, this new decision will provide protection in the majority of states that have not extended their anti-discrimination statutes to cover sexual orientation and/or gender identity. Given the broad nature of the Court’s opinion, the ruling could precipitate

future changes in other areas of the law:

- Public Accommodations Law
- Fair Housing Law

Editor’s Note: When Title VII of the Civil Rights Act of 1964 was first enacted, the legislative history makes clear that sex was intended to mean male or female. In recent years, legislation has been proposed in Congress to add sexual orientation and gender identity as

protected categories under Title VII of the Civil Rights Act of 1964. In each instance, the legislation failed to pass. With this new decision, the Supreme Court usurped the rule of Congress!

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

CONVENTION from Page 1

ly scheduled for June 18-19, was to be held at the Music Road Resort in Pigeon Forge and was to include an extra day built in for those attendees who wanted to, to spend a day with their families at nearby Dollywood.

Vass said during the July 17 board meeting that officials at the Music Road Resort have released TPA from its contract to hold the convention there.

“I didn’t take this decision personally,” Vass said. “In fact, I viewed this decision as the most responsible one I could recommend for our members, from both a personal and public health perspective and financial consideration for our members and association.

“As I mentioned during the board meeting, we will be in Memphis next year. Now we need to plan to make THAT a monster

celebration!”

A traditional highlight of the Summer Convention has been the ceremonial passing of the TPA president’s gavel from the outgoing president to the incoming president. Typically, it gives the new president a chance to be duly recognized and publicly introduced to TPA members in attendance.

Instead, this year’s hand-off was done virtually, with Vass and Richardson simultaneously enacting the exchange in leadership via web cameras from their respective remote locations, each with a gavel in their hands.

“I hate that we aren’t having (a summer convention) this year, but understand that it just isn’t worth the risk,” Richardson said. “For me, TPA’s summer convention feels like a family reunion.

“The thing I will miss most is the people that make up TPA. Fellow publishers and editors

from around the state from big newspapers and small ones. I love connecting with these people and hearing about their experiences and asking them for advice. There are several TPA members that I consider mentors, and I will miss having the opportunity to connect with them.”

With the convention canceled, the TPA State Press Contests Awards will instead be presented virtually on Thursday, Sept. 24. A date for the Ideas Contest Awards presentation is not yet scheduled. TPA will explore the possibility of offering sessions for the newsroom, advertising and circulation virtually in the fall.

“While we all will miss the convention, TPA will explore ways for members to engage with each other virtually until we can all meet together again,” TPA Member Services Manager Robyn Gentile said.

NEWS & MOVES from Page 8

graingertoday.com.

*Grainger Today
June 25, 2020*

Harvey named Citizen Tribune sports editor

Rob Harvey has been named sports editor for the Citizen Tribune, Morristown.

Harvey, an Ooltewah native, joined the Tribune staff in October 2019. Since then, Harvey has impressed newsroom leadership with a wide-ranging skills, job dedication and ability to step up and meet a challenge head on.

“Rob was doing an excellent job covering local sports before things came to a sudden halt in March due to the COVID-19 pandemic,” Tribune Editor/Publisher R. Michael Fishman said. “In these last few months, Rob has stepped up to help in a variety of ways in the newsroom. From feature writing to pagination, Rob has been a valuable member of the team while continuing



Harvey

to pursue and develop local sports stories whenever possible.”

A graduate of The McCallie School in 2015, Harvey graduated from the University of Tennessee in 2019 with a

degree in journalism and electronic media. Prior to joining the Tribune, Harvey freelanced for the Maryville Daily-Times and the Chattanooga Times-Free Press.

While at UT, he was first assistant sports editor of the Daily Beacon, then served as the paper’s managing editor. Harvey said he’s thrilled to have come to a community with such a passion for local sports.

“I have enjoyed meeting the people, working with the schools and covering the various teams in the Lakeway Area,” Harvey said. “I think it’s important to tell the stories of every level of sports, every type of sport. I like how the

area is focused on local sports and how much they invest their time and passion in local sports. I love how the community supports a wide variety of men’s and women’s sports. It’s not just football or basketball.”

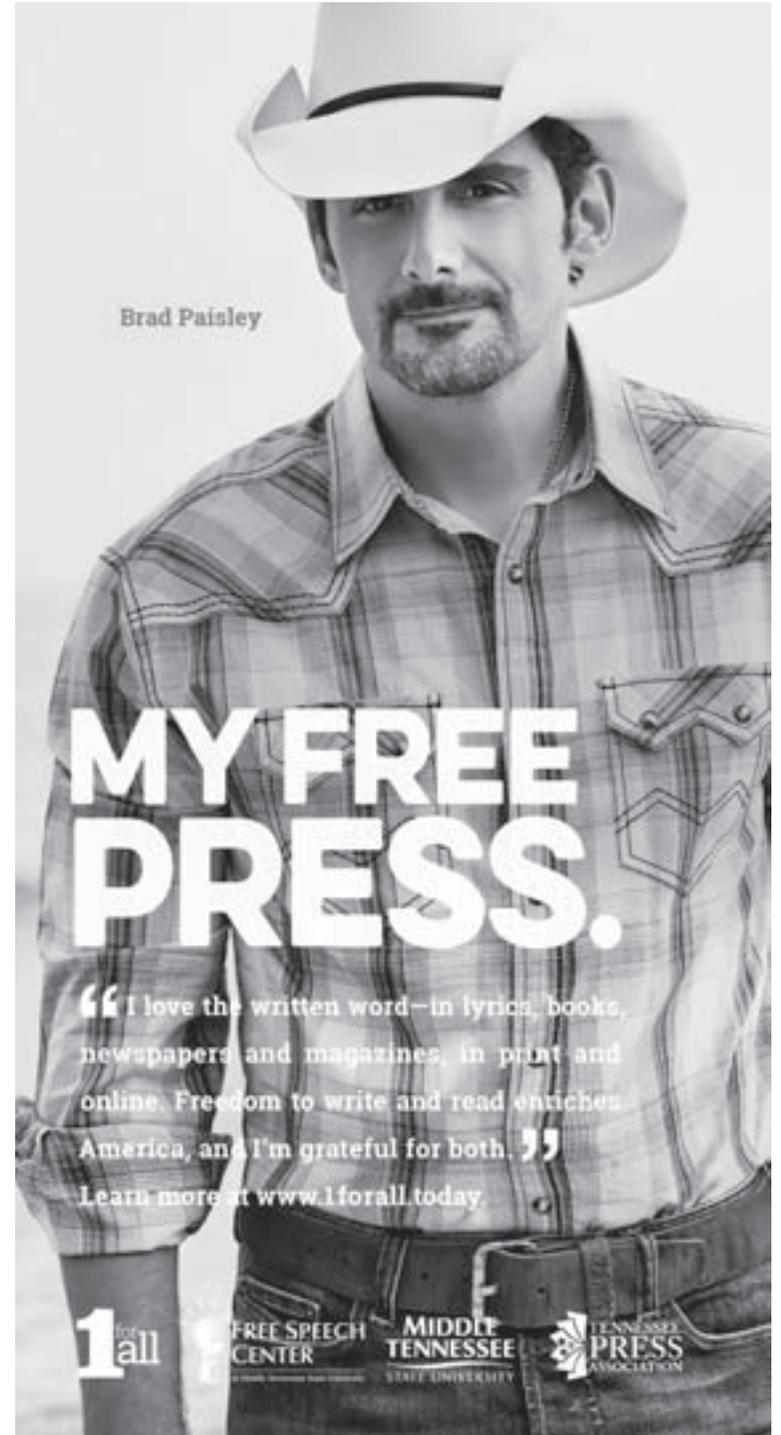
Tribune Managing Editor John Gullion said the community is lucky to have someone of Harvey’s abilities leading the paper’s sports team.

Harvey said he was especially looking forward to the spring sports season when the COVID-19 forced the premature end of the school year.

“Baseball and softball are my favorite sports to cover and I knew we were going to have a lot of good teams,” he said. “It was an interesting time to be in the newspaper business and remains an interesting time to work in news. From what to cover and how to cover, meeting the challenge of covering sports in this time has been our goal.

“Still, I’m looking forward to things getting back to normal”

*Citizen Tribune, Morristown
July 5, 2020*



Newspapers may download this series of ads at: <https://www.mtsu.edu/first-amendment/page/1forall-gallery>
A new campaign with celebrities will launched in July.

OBITUARIES

Roger A. Daley

Roger A. Daley, 97, of Knoxville passed away at his home on July 5, 2020. He was born in Quincy, Mass., to John Leo and Hazel De-whurst Daley.

He joined the U.S. Marine Corps after Pearl Harbor was attacked and served for four years (1942-1946). He was among the first to fly the new B-25s in his capacity as a train-er of air crew-men, especially aerial gunners.



Daley

While serving his country, in 1943 he met and married Elizabeth D'Oyley Beck, who was also a Marine and was also stationed at Cherry Point, N.C. Later he served in the Pacific.

After the war was over, he returned to civilian life and was working in New York City when he met the late Frank Powers, who was in New York as part of his job as advertising manager for the Knoxville News Sentinel. Subsequently, Powers offered Daley a job in Knoxville. Daley came to Knoxville in October 1946 and began working as an advertising sales representative for the News Sentinel. In 1948 he became national advertising manager; in 1956 he became advertising director. Ten years later he was promoted to general manager and president of the News Sentinel, where he served until his retirement twenty years later. During this period, the News Sentinel expanded five times, became agent for the Knoxville Journal, and participated in many revolutionary changes in the industry.

Daley was a charter member and past president of the Knoxville Sales Executives Club and the Greater Knoxville Advertising Club. He received the Printer Ink "Man of the Year" award and was a charter member of the Knoxville Better Business Bureau, where he served on the board of directors and headed the Truth-in-Advertising Committee. He was a member of the American Newspaper Publishers Association and a very active member of the Southern Newspaper Publishers Association, chairing several large committees and serving three years on the board of directors.

Daley twice served as consultant on business and marketing in Taiwan and in West Germany. During one of his terms as president of the Downtown Knoxville Association, the original plans for the Knoxville World's Fair were proposed. He served on the board of directors and on several committees of the World's Fair, including the seven-man panel for the use of the site after the Fair.

He was preceded in death by his parents, his first wife, and his two brothers, John Leo, Jr. and Lawrence Daley.

He is survived by his second wife, Patricia Gilliam Daley, whom he married in 2002; a son, William A. ("Mac") Daley; two grandsons, Marquis (Kara) Daley and Dane (Lauren) Daley; and four great-grandchildren, Noah, Connor, Benjamin, and Eden Daley.

A celebration of life and reception of friends is postponed until a later date because of the coronavirus pandemic. Friends may leave condolences at www.berryhighland-south.com or directly with family members.

News Sentinel, Knoxville
July 7, 2020

Clay Mills "Buck" Johnson

Clay Mills "Buck" Johnson, a beloved teacher and coach who later became an award-winning sports writer, died June 27 at the age of 94. He was best known for his popular column "The Buck Stops Here" in the Chattanooga Times.

Johnson, who graduated from Soddy-Daisy High School in 1944, was inducted into the inaugural Soddy-Daisy Hall of Fame in 2008. He served in the Navy during World War II, where his buddies called him "Soddy."

Johnson received his bachelor's degree from the University of Chattanooga and attended graduate school at the University of Tennessee.



Johnson

After the war, Johnson taught for 30 years in the Hamilton County school system and coached the same amount of time, receiving a dozen coach-of-the-year awards in baseball, football and girls' basketball. He also served as principal at Falling Water Elementary School and was the first principal at Allen Elementary School.

Johnson worked at the Chattanooga Times for 43 years, some on a part-time basis while he was still teaching. After retiring from education in 1979, he served as sports editor for 17 years at the Times before retiring in 1996.

"Buck was the best, like my second dad," said former Times assistant sports editor Stan Crawley. "He carried me to the Times when I was 16 to answer the score phone. He gave me my sports writing career. I owe so much to him for being

such a great role model. He was a special man."

Johnson won numerous awards and honors for his writing. One honor was first place in the newspaper columns category at the annual Golf Writers Association of America dinner, where he received a national award for a series on pollution specific to the Chattanooga area.

Johnson covered UT football, the Atlanta Braves and 15 Masters golf tournaments, and he was voted national softball writer of the year five times. He was a lifetime member of the GWAA and the Baseball Writers' Association of America, and he served on the Heisman Trophy voting panel for 10 years and on the National Baseball Hall of Fame voting panel since 1990.

As a result of his success in softball writing, he earned the position as chief press officer for the International Softball Federation and worked the Olympic Games in Atlanta; Sydney, Australia; and Athens, Greece.

Chattanooga Times Free Press
June 27, 2020

Mary Lou Sherrill

Mary Lou Ingram Sherrill, beloved wife, devoted mother, and faithful Episcopalian, died Saturday, June 27, 2020. She was 83. Mary Lou was the mother of Chris Vass, Chattanooga Times Free Press and immediate past president of the Tennessee Press Association.

Born in Beaver Falls, Pa., in 1937, Mary Lou graduated from the Baldwin School in Bryn Mawr, Pa. She fell in love with dogs and horses early on, a passion she enjoyed for decades. She earned her associate's degree from Bennett College. She met her very beloved late husband of 47 years, James Lynah Sherrill,



Sherrill

at Cornell and married in 1957. She organized multiple family moves before deciding to make Chattanooga home, settling on Signal Mountain. She was passionate about Windy Top Farm, managing horses and cattle, growing corn, hay, vegetables and flowers. She ran a tight ship on the farm, instilling values of hard work, responsibility, patience and commitment. She was known for reminding her brood that "sleep is sloth."

For Mary Lou, or "Mairsie" as she was called by her grandchildren, family was paramount. She organized memorable holiday celebrations, picnics and overnight trail riding trips. She was fiercely loyal and protective of her family and took pride in seeing her children and their children grow up.

Mairsie was a faithful congregant at St. Paul's Episcopal Church. She volunteered at the church, always offering a kind smile or hug to whomever she met. Her 37 years volunteering at St. Barnabas Senior Living Services gave her the most satisfaction. In 2006, Mairsie received the Tennessee Health Care Association's Individual Volunteer Award for demonstrating an exemplary spirit of volunteerism.

Mairsie loved golf, Western movies, and British shows. She read avidly and dearly enjoyed membership in the Friday Study Club.

Many residents will remember her and her last faithful four-legged companion, "Angus," and their walks in the park in North Chattanooga.

Staff reports
July 1, 2020

No duty to bargain with a union over discipline for newly organized employees

L. MICHAEL ZINSER
The Zinser Law Firm, P.C.
July 15, 2020

For almost 80 years, the NLRB had in place a longstanding rule that employers had no obligation to give a union notice of or an opportunity to bargain over discipline before reaching agreement with a newly elected union on a first contract. In 2016, that changed with the Obama NLRB holding

that an employer was required to provide a union with notice of and an opportunity to bargain about discretionary elements of an existing disciplinary policy before imposing serious discipline on any newly represented employee while bargaining for a first-time contract. The good news is that on June 23, 2020, the Trump NLRB overturned the Obama era case. It held that employers have no duty to bargain

over serious employee discipline imposed before the negotiation of a Collective Bargaining Agreement so long as the employer acts consistent with a pre-existing disciplinary policy.

According to the new NLRB decision:

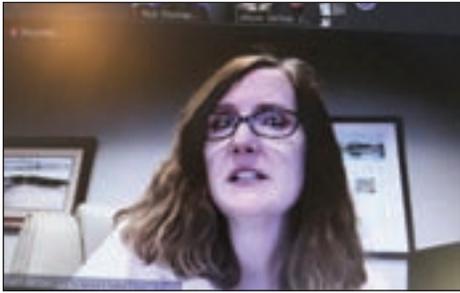
The correct analysis . . . must focus on whether an employer's individual disciplinary action is similar in kind and degree to what

the employer did in the past within the structure of established policy or practice . . . as such, in order to maintain the status quo, an employer must continue to make decisions materially consistent with its established policy or practice, including its use and discretion, after the certification or recognition of a union.

The NLRB's decision was made retroactive to all cases currently

pending before the NLRB. This is a great victory for Management. Negotiating a first-time labor contract is often very time-consuming. During that time-consuming period, employers are often in a position to have to deal with disciplinary actions. They should be able to take action consistent with their past practice. This is another decision restoring common sense to Labor Law.

Photo gallery: July 17 TPA virtual Board & Business meeting



All photos by Mike Towle, TPA
Alison Gerber, Chattanooga Times Free Press and chair of the TPA's Government Affairs Committee, reports on legislative matters.



Becky Jane Newbold, Lewis County Herald, Hohenwald, was one of a number of those interested among TPA member newspapers to take up the association's invitation to "attend" the July 17 virtual meetings.



For Brian Blackley, Tullahoma News, recently appointed to fill a vacancy as a TPA District 2 director, this was his first official TPA board of directors meeting -- a memorable one, being that it was conducted via Zoom.



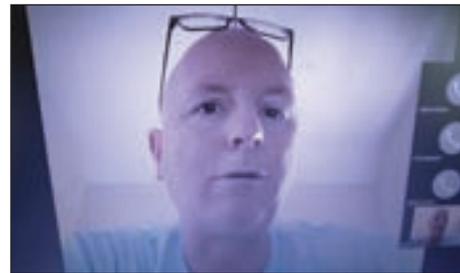
Calvin Anderson, New Tri-State Defender of Memphis, also made his debut as a new TPA director (District 1) with this being his first formal board of directors meeting, which was conducted virtually July 17.



Seriously; Daniel Richardson, Carroll County News Leader, Huntingdon, and Magic Valley Publishing, ended the July 17 TPA board meeting as the association's new president.



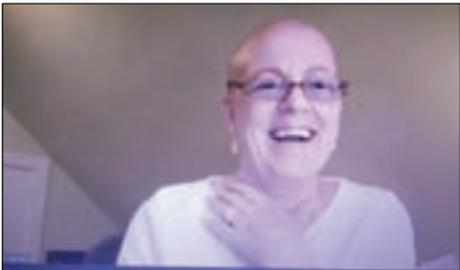
Megan Lane, Lane Government Relations, Nashville, and state legislature lobbyist for the TPA, takes a quick break during the July 17 TPA board of directors virtual meeting.



Dave Gould, Main Street Media of Tennessee, Gallatin, and president of the Tennessee Press Service, is seen here giving a TPS update to board members.



R. Jack Fishman, Lakeway Publishers, Morristown, one of TPA's most faithful attendees at association board meetings, wasn't about to let COVID-19 prevent his presence.



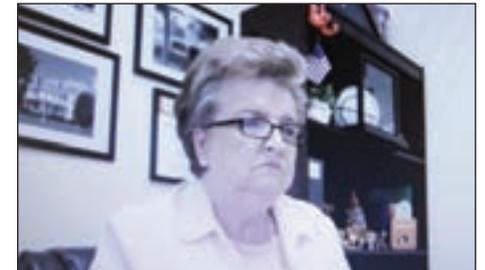
Carol Daniels, TPA executive director, enjoys a lighter moment during the July 17 meetings held virtually because of the lingering COVID-19 pandemic.



Charles Primm, University of Tennessee, Knoxville, was present for the July 17 virtual meetings, but let his photo serve as a visual stand-in during the proceedings.



For Doug Horne, Republic Newspapers, Knoxville, this TPA board of directors meeting marked his last appearance as TPA immediate past president.



Sara Jane Locke, The Herald-News, Dayton, and a TPA director for District 3, was among the many folks who attended the July 17 meetings without leaving the cozy confines of her office.



Eric Barnes, The Daily News, Memphis, was re-elected TPA treasurer for another year. Here he gives his financial report, citing "no red flags" for the association.



Jack McNeely, Herald-Citizen, Cookeville, and a TPA board director for District 2, was elected TPA vice president for non-daily newspapers, which entails two one-year terms.



Rick Thomason, Kingsport Times-News and Johnson City Press, was elected TPA vice president for daily newspapers, putting him in the line of succession for the TPA presidency.



Scott Critchlow, Union City Daily Messenger, and a TPA District 1 director, was among board members who reluctantly voted to cancel the in-person 2020 Summer Convention.