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TOMAHAWK EDITOR PAINTS FRESH COVERAGE



Photo by David Holloway, The Tomahawk, Mountain City

The Tomahawk newspaper editor Tamas Mondovics, pauses for a moment recently while painting the finishing touches on the newspaper's front signage at 116 Church Street in the heart of Mountain City. To complete its timely facelift, the building's front entrance will also receive some more fresh paint and cleanup, befitting the newsroom's 146-year history and service to the community.

**Coming in November:
2020 TPA State Press
Contests awards section**



Photos by Mike Towle, TPA

Top photo: Daniel Richardson, TPA president, introduces the 2020 TPA State Press Contests virtual awards ceremony, held Sept. 24 and watched via Zoom by about 120 viewers. Bottom photo: one of the many contest results revealed. See complete results next month in a special-section insert in the November edition of The Tennessee Press.

Hats off to the real heroes of the newsroom — copy editors

STEVE WILDSMITH
The Daily Times, Maryville
May 7, 2020

Editor's note: Steve Wildsmith wrote this article in homage to former Daily Times editor Richard C. Dodson after Dodson passed away this past May. Dodson's obituary appears on page 11 of this publication.

Want to know who the real heroes of a paper's newsroom are? The copy editors.

Reporters get the stories, and talented ones even develop something of a following, especially if

they can parlay that talent into a regular column. Most casual newspaper readers can name a columnist or a reporter whose work with which they're familiar, but a copy editor? They get none of the glory and all of the blame when there's a mistake or a misspelling or a grammatical error or a design flaw, all of which are incredibly easy to make when you're hustling through inch after excruciating inch of words that blur together.

Editing copy is tedious even

when it's good, but when it's not? Copy editors get this eye twitch that lets anyone in the vicinity know that their stress levels are redlining.

Let the office chair roll

I never saw Richard Dodson's eyes twitch, but when he was under the deadline gun and stressed, he would roll his office chair back and forth with the urgency of a condemned prisoner trying to free himself from the electric chair. His back-and-forth in that office

chair would get so frantic and so frequent that over the years, he wore grooves in the plastic static mat underneath it. If you tried to talk to him during those times, especially if you were a reporter or section editor holding on to copy with minutes left before deadline, he could get . . . agitated, shall we say.

A mix of decorum and professionalism

See **COPY EDITORS** Page 4

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CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessean Press are welcome to contact the managing editor. Call Mike Towle, (615) 293-5771; or email editor@tnpress.com. The deadline for the November 2020 issue is October 13.

Variety of success methods amaze me

Last month I was able to begin my visits of TPA member newspapers (and prospective members) with a visit to Stewart and Houston Counties.

On Aug. 26, Dad and I met up with Danny Peppers in Erin, where we had a great lunch at Fitz's. We ate and talked for about an hour about what a wild year this has been in our industry. Danny is one of the newest members of the TPA with the Stewart Standard, a start-up TMC free newspaper, joining our organization within the last couple of years. The Standard is mailed to virtually every home in Stewart County using the USPS to deliver.

While the paper is free, the Standard does offer a "voluntary subscription rate," which many happy readers gladly pay.

In early 2019, Danny took the same business model across the county line into Houston County with the Houston County Herald,



**YOUR
PRESIDING
REPORTER**

DANIEL RICHARDSON

where he recently celebrated its one-year anniversary.

I look forward to traveling across the state over the next few months and getting to know the people that make up the Tennessee Press Association.

As I've been exposed to various newspapers and organizations over the past few years, I am always amazed at the different methods people are able to make work. As many in the industry struggle to find "THE" model that will carry us into the future, I am convinced that there are many models that can work in different markets and situations. Some weekly publica-

tions rely solely on paid subscribers for circulation, while some are almost exclusively single-copy sales focused. And, of course, some mail the paper to everyone for free.

One theme that is constant is that to be successful you have to create a quality product that people want in their hands (or on their devices). As long as we have people who put their hearts and souls into creating a high-quality news product for their audience, we'll stick around and grow.

I'm looking forward to visiting with your newspaper. If you have a certain week that you would prefer me to visit, please email me at daniel@gmagicvalleypublishing.com.

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

NEWS & MOVES

Progress welcomes Smith as new publisher

Kevin Smith is the new publisher of the The Claiborne Progress of Tazewell.

Smith has 25 years of media experience. His newspaper career began in his native Michigan,



K. Smith

where he started as a retail zone manager for the Lansing State Journal in Lansing, Mich. He worked his way up to ad director, overseeing two daily newspapers as well as three

weekly papers. From there, Smith worked his way up to the West Central Tribune in Willmar, Minn., where he oversaw advertising operations for a daily newspaper and two weekly papers. He also worked on the corporate side, building up the digital portfolio of marketing products for those newspapers.

In 2017, Smith moved to Lynchburg, Va., where he oversaw three daily newspapers.

In addition to The Harlan (Ky.) Enterprise, Smith will also serve as

publisher of The Advocate-Messenger (Danville), The Jessamine Journal (Nicholasville), The Interior Journal (Stanford), The Winchester Sun and The Middlesboro News, as well as The Claiborne County Progress in Tazewell. All of these publications are operated by Boone Newspapers, Inc.

*The Harlan (Ky.) Enterprise
Sept. 8, 2020*

Grooms is new publisher at Herald Chronicle, Times

North Carolina native and veteran newspaper executive Wesley Grooms has been hired as the new publisher of the Herald Chronicle, Winchester, and the Manchester Times.

Lakeway Publishers Regional Vice President Brian Blackley said his selection of Grooms was made to fit the needs of the market.

"Wes is the right guy for the job," Blackley said, noting his relationship with Grooms started more than 20 years ago when the two met while working in South



Grooms

Alabama.

Grooms agrees that the fit and timing were right.

"I am very thankful to be selected to be a part of a fantastic

See **NEWS & MOVES** Page 4

TPA, TPS and TPAF Presidents' Panel Thursday, Oct. 15

2:00 p.m. EDT/ 1:00 p.m. CDT

We are all very fortunate to have presidents of our organizations that have been in the business for a long time with great success, have started a new business and it's growing annually, and have joined a family business with tremendous success.

Our industry has gone through some tough and interesting times over the past several years and Tennessee Newspapers have persisted and have been able to maintain their connection to their communities. Join us to hear from our Presidents. You will come away with new ideas, new opportunities and a renewed sense of community and membership!

Contact Carol Daniels for the link to this zoom meeting at cdaniels@tnpress.com

Presentation decks deliver readership numbers to you

Thank you for the positive feedback on the results we have shared with publishers on the Tennessee Press Services Readership Survey that Coda Ventures conducted on our behalf. We are now creating “mini-deck” presentations for you and your teams to deliver the readership numbers in a thoughtful, easy-to-use, and focused format.

My first newspaper job was running the research department in a competitive newspaper market with two dailies scrapping it out. Both papers commissioned annual readership surveys that cost more than \$100,000 (ah, the good ol’ days!) Unfortunately, the cost of readership/market studies has forced many newspapers to cut such studies from their budgets. They no longer have access to



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

local, up-to-date information about their readers and their behavior.

Though papers have had to cut the expense, I think they really miss the data. Not long after Editor and Publisher published the TPS release about our readership study, we started receiving inquiries from other research firms looking for business. Two of these firms work with our broadcast competitors, confirming for me that your competition is prepared

with readership information when they present to advertisers in your markets. Our hope is that with the information you are receiving from this study, your sales team can show advertisers how effective your newspaper is and who is reading.

TPS has sent out presentation decks to you illustrating (1) how readers engage in voting and (2) the use and importance of public notices. Next up are presentation decks on healthcare issues, engagement with financial companies, and what is happening in retail across Tennessee. Additionally, you can engage Coda Ventures (who did the survey) to have local specific data taken from this survey. TPS is allowing Coda to pull the information from the zip

codes you serve and derive data for targeted, local sales sheets. The cost to you is \$300 per paper.

By the time this makes it to print, we will have already had our state awards, so I want to congratulate all of the winners this year! I know you work tirelessly to keep your communities informed, and this year has been uniquely difficult to do that job. I am so very proud to be heading up the association that represents all of you at both the state and the federal level. Congratulations and keep up the great work!

Carol

Carol Daniels is executive director of the Tennessee Press Association.

The best writing tip ever: Read stories aloud prior to publication

Writing a great news article takes thought, concentration and a basis of solid reporting.

Some articles flow from the fingertips like a flood, gushing forth in a logical manner, flowing at a proper pace with clear meaning. Others require a struggle that can seem insurmountable.

Deadlines demand that stories get written, edited and published regardless effort made or stress endured. But how do we know when they are ready, if they are effective, if readers will get what we’re trying to say, and if topnotch newswriting has been achieved?

The best test is perhaps the simplest, easiest, most natural thing writers and editors can do to check their work for flow, accuracy, clarity and meaning: Read the article aloud before submitting it for an edit or for publication.

Reading text aloud performs two basic yet critical analytical and diagnostic functions — it quickly shows if the prose is smooth, flows well and is pleasing to the eye and ear, and where the clunks in copy are located; also, it reveals whether information is being presented in a logical, clear and meaningful progression.

News stories don’t have to be poetic, but it sure helps the reader’s enjoyment and increases the likelihood they will read to completion if the cadence of the copy flows along nicely, has sensible pacing and simply sounds good to the ear.



BETTER WRITING WITH BART

BART PFANKUCH

Meanwhile, writers and editors have great freedom to position facts, figures and quotations as they see fit in any article, and there will always be subjectivity. Yet it should be a goal, one worth laboring over, to present information in a logical, thoughtful manner that provides the reader the clearest, most sensible and complete picture of what an article is about and why it matters.

Go on any news website or pick up any newspaper today and read a few articles out loud. It will become immediately clear which writers and editors took the time to polish and parse over stories before publication. Articles that are difficult to read aloud were probably written and edited in haste; those that flow smoothly and sound pleasing to the ear were likely crafted with greater care and a greater time commitment.

Here are a few ways to use reading aloud to sharpen your copy and heighten the meaning of your work.

- Actually read the copy out loud, not just in your head bubble.

It will become obvious when you come across a clunker or a “stopper” in the text that is simply hard to read. Those are poor constructions or misplaced facts that need immediate fixing, either by recasting a sentence, breaking one sentence into two, or repositioning a phrase or adjective or adverb.

- Writers and editors have the blissful opportunity in each story to use all the techniques and tricks of the trade they have learned over the years. Our “writer’s toolbox” includes all the rules and all the broken rules, virtually any technique you want to try; they all can

be effective when used at the right time in the right place. Reading aloud will quickly reveal if a new idea or technique is working or if it needs to be put on the shelf in favor of a traditional method with a proven track record.

- The eternal subjective question in all news articles is, “What comes first, and what comes next?” Reading aloud will show whether you have this right, or as good as it can be. The time it takes to read the copy out loud will give your brain the seconds it needs to realize

See **TIP** Page 11

Big Ideas for Growing Readership and Revenue Nov. 5-6, a free virtual conference

For the members of the Alabama, Arkansas, Mississippi & Tennessee Press Associations

TPA Members, we have an opportunity for you. Normally, the Arkansas, Mississippi and Louisiana Press Associations meet together for the ArkLaMiss Audience Development and Marketing conference. This year, Tennessee and Alabama are joining the sponsorship of the virtual event and it is all free to you. In addition to sessions by Peter Wagner, there will be idea-exchanges so you can hear what newspapers in other states are doing and share your great ideas, too.

Register at: arklamissconference.wordpress.com

FOR YOUR CALENDAR

October 2020

- 1-3: National Newspaper Association’s Annual Convention and Trade Show, online virtual event to include Great Idea, Exchange, editorial and advertising educational sessions and workshops, etc.
- 6-8: America’s Newspapers PIVOT 2020 virtual conference, to include three sessions of Poynter Institute leadership training and senior executive idea exchange, 847-282-9850
- 15: TPA/TPS/TPAF President’s Panel Discussion via Zoom 2:00 p.m. EDT
- 22-24: Associated Collegiate Press and College Media Association (ACP/CMA) Fall National College Media Virtual 2020 Convention,

November 2020

- 5-6: ArkLaMiss (Tennessee) Audience Conference virtual
- 12: TPA Board of Directors Meeting via Zoom. 10:00 a.m. EST/ 9:00 a.m. CST
- 19-21: Journalism Education Association’s 2020 National High School Journalism Convention, presented virtually

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

- Sept. 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 Association Convention 2021, offered in conjunction with Associated Collegiate Press, New Orleans, LA, Sheraton New Orleans
- 17-19: America’s Newspapers 2021 Annual Meeting, The Broadmoor, Colorado Springs, Colo.

There's a better way than 'best' when using superlatives

Newscaster Edward R. Murrow once said, "To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful." Although he was referring to the reporting of news, the same can be said of advertising.

Claude Hopkins, in his book, *Scientific Advertising*, wrote, "Superlatives . . . suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all the statements that you make."

That's a serious condemnation. When an advertiser uses superlatives, consumers are likely to dismiss everything the advertiser says – including statements that might be completely true.

Fortunately, there is a solution. If an advertiser insists on using a



AD-LIBS®

JOHN FOUST

superlative, there are four simple ways to make it more acceptable. Just remember the acronym TOTE:

(T) **Tone it down:** Let's look at a four-letter word that has become one of advertising's most common superlatives – the word "best." Countless ads feature claims of "the best service" . . . or "the best selection" . . . or "the best price." All the talk about being "the best" has little impact on consumers. It reminds me of football fans who

wag their index fingers and shout, "We're number one," after their team wins a game, even though they're still in last place.

A simple tweak can tone down the claim. Say something like "We're one of the best" . . . or "We're among the best" . . . or "We're working to be the best."

(O) **Express as an Opinion:** It's a fact that you are the world's leading expert on what you think. People can disagree with your opinion, but they can't argue with the fact that the opinion belongs to you (or your company). This means that no one can argue with an advertiser who says, "In our opinion, we're the best" . . . or "We believe we're the best."

(T) **Use a customer Testimonial:** This elevates opinion to another level, because it represents the end

user's point of view. When customers say positive things about a product, they can use language that the advertiser would have to avoid (yes, even superlatives). While an advertiser can't convincingly state, "Our car batteries are the best," a satisfied customer can say with all sincerity, "This is the best car battery I've ever used."

Customers' words have a high ranking on the believability scale.

(E) **Cite an Expert:** When an advertiser uses a statement from an expert, the ad automatically has the ring of authenticity. Marketers have used this technique for years, because it's difficult to find fault with someone who is recognized as an authority.

We've all seen headlines that read, "Four out of five dentists recommend . . ." We've all seen

endorsements from researchers. And we've all read statements from people who have tested and compared the performance of various products.

This is a way for an advertiser to say, "We're supposed to like our new widget, so don't take our word for it. Here's what an expert says."

It's all about turning something bad – a superlative – into something that will work.

(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

COPY EDITORS from Page 1

It was the only time he ever lost his temper, and afterward he would always apologize, sounding sheepish and embarrassed, for it. He was the only copy editor I knew who wanted you to know that he equated decorum with professionalism. Most of them feel no compunction at blistering a reporter's work ethic or sloppy writing because they expected better, and they know that you, as a writer, were capable of better. If they didn't bother to give you feedback or criticism . . . if they edited your stuff without a word and the printed version was far different from what you turned in . . . then you were probably, in their opinion, beyond help, aside from snide comments or glares of disdain.

'Kind, decent, quiet, and assuming, and loyal to a fault'

Richard was cut from a different cloth, though. He was kind, and he was decent, and he was quiet and unassuming. He was also loyal to a fault, and I felt guilty for years that while I was still a struggling addict, I convinced him I needed \$100 to pay my car insurance when I really needed to get a couple of Oxycontin to push up my arm. Anybody else, I'm sure, would have taken one look at how bad off I was and given me a hard pass. Richard

looked suspicious — and then guilty for looking suspicious, if that's possible — but he drove me to the nearest ATM and gave me the money without a word.

After I got clean, I was in arrears to a lot of folks, but I made good with Richard, \$20 at a time over the next five paydays. He never asked for it and probably would have let it slide, but I respected him too much, and felt too much shame, not to do it.

Ink was in his blood, and he couldn't give it up

Although Richard officially retired in 2018, he kept coming in to The Daily Times weekly to edit and design The Village Connection. Like a lot of journalists, ink was in his blood, and he couldn't give it up entirely. The Times has lost a lot of good men and women over my tenure as part of that community, but few conducted themselves with the sort of gentility as Richard. I can't rightly say we were close, but when you serve in a calling that's more than a job, you're tied to one another in ways that's hard to describe to folks who haven't been a part of it.

Godspeed, Richard. Hopefully the late Dean Stone wasn't waiting on you, editorial in hand and arcane design request at the ready. But even if he was, I'm sure you would have sighed and gotten on it, because that's the sort of guy you were.

NEWS & MOVES from Page 2

family-operated newspaper company like Lakeway. I am excited to be working with Brian once again. He and I did great things in Alabama together and I have infinite expectations of what we can achieve together in Middle Tennessee."

As for his plans for the newspapers, Grooms said he wants to focus on building on the phenomenal web traffic and the strength of both the print and digital versions of the newspapers.

A father to a grown daughter, Grooms received his bachelor's degree in political science and public administration from Western Carolina University before embarking on his newspaper career.

He has served as advertising director, general manager and publisher of newspapers in Keokuk, Iowa; Andalusia, Ala.; Newton, N.C.; Asheville, N.C.; and, most recently, Seneca, S.C..

Herald Chronicle, Winchester Sept. 17, 2020

Local news challenge partnerships sought

The Donald W. Reynolds Journalism Institute seeks a challenge your local newsroom faces related to technology that you would like us to help solve. We know local newsrooms don't have the resources that large legacy newsrooms do, so we want to help make your job

easier! Tell us what we can create, fix or make simpler to help you do your job. We want to use our coding skills + staff to help you!

Contact *Kat Duncan, RJI interim director of innovation, at Duncank@rjionline.org*

Clark is Review publisher

Richard Clark has been named publisher of the Rogersville Review. He succeeds Tommy Campbell, who had served in the role for seven years.

Clark has been a resident of the East Tennessee region for the last 15 years, most recently working for another newspaper company in the Tri-Cities. With over 40 years of varied newspaper experience, Clark is best known for his work as a consultant to more than 300 newspapers across the country.

"I grew up in a small historic town, so Rogersville already feels like home," Clark says. "I am overwhelmed by the warm welcome that I've already seen. The newspaper has a 135-year tradition of adjusting to changing times and technologies to meet the needs of Hawkins County residents. That tradition must continue in both print and digital formats."

The Rogersville Review Sept. 4, 2020

Smith departs L-C for ClarksvilleNews.com

Chris Smith, former editor for The Leaf-Chronicle, Clarksville, and regional news director for USA TODAY Network-Middle Tennessee, has moved to 5 Star Media as its digital director.

Smith began his professional journalism career in 1993 as a copy editor at The Daily Home newspaper in Talladega, Ala. He then worked for The Tallahassee (Fla.) Democrat. He started with The L-C in 1999 as news editor and was later named senior editor. In 2015, he was promoted to regional news director, leading editors in Clarksville, Murfreesboro, Jackson and Columbia, and seven smaller publications around Nashville.

"After serving readers and my staff for 21 years with The Leaf and USA TODAY Network, I've done about everything I can do," Smith said, "from typing obits off of a fax machine to sifting through public documents as part of government investigations. I'm thrilled now to have an opportunity to try new things with a new audience."

ClarksvilleNews.com June 10, 2020



C. Smith



Clark

Who do you support on the election ballot?

Election season is in its final stretch, and newspapers have been there at every step. You've introduced candidates. You've quizzed them on the issues. You've covered the debates. Your coverage has laid the foundation for a rich exchange among readers on whom they support or oppose – and why.

I encourage you to take the final step: Offer your own recommendations on which individuals are best suited to fill the offices on the November ballot.

I admit that editorial endorsements become more scarce each election cycle. It troubles me, and it confounds me. During my tenure as editor of the Red Wing (Minn.) Republican Eagle, we endorsed in every primary and general election race from the local city council, school board and county board to legislative contests to U.S. president.

We considered endorsements a natural progression of our coverage of public affairs. We considered endorsements a right and a responsibility as a community institution.

I've heard the arguments against endorsements. I politely – and firmly – offer my rebuttals.

What gives a newspaper the right to tell someone how to vote?

No editorial should be positioned as the right opinion – or the only opinion – on any subject. Putting yourself on a pedestal is the wrong mindset. Rather, approach editorials as offering a distinct perspective from your role as a clearinghouse of information in your community. Editorials can offer pertinent information on candidates and ballot initiatives that might not be readily available to all readers.

We're fooling ourselves if we believe our editorials really are changing anyone's mind.

Many individuals indeed vote the party line in today's heightened partisanship. Political strategists readily identify the "red" and "blue" districts and focus their money and efforts on "swing" districts and the undecided voters. That is more likely the case for contests at the state and federal levels. The dynamics can



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

be quite different in local, non-partisan races, where candidates often are political newcomers and can be relatively unknown to the electorate.

Local endorsements are complicated due to personal relationships that candidates might have with our publisher and other key staff members.

The best advice: "Just the facts, please." In most cases stick to issues and avoid personalities. 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.

Our staff is too small to have an editorial board. Reporters who cover the respective individuals and government bodies would have an obvious conflict of interest.

Quite the contrary, Endorsements, by definition, are subjective. You objectively gather all the facts and then offer a recommendation. The process is strengthened in your ability to gather as much information as possible. Reporters are in a premier position to offer insight into the strengths and weaknesses of local government – and the values and attributes offered by individuals to elevate these bodies to the next level.

We're already strapped for resources. We just don't have the time.

No question, endorsements take work. They cannot be done on a whim. That said, you've done the lion's share of the research if you are doing a steady job of covering public affairs. You've gathered similar information on other candidates – the newcomers – through your other election coverage.

Most perplexing about the hesitancy to endorse candidates is that many newspapers routinely weigh in on the actions of government bodies. It's common for editorials to offer advice on an upcoming vote, or to offer a "thumbs up" or "thumbs down" on a decision by elected officials.

It begs the question: If you believe so strongly in a position taken by an elected body, shouldn't a newspaper have equally strong convictions about the people who ultimately will make those decisions?

As a starting point, brainstorm 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 newspapers still might be skeptical about endorsing in local races. So consider this idea as a starting point.

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 minimized if readers aren't allowed to debate its merits.

Newspapers routinely promote the editorial page as the heart of democracy. Readers might challenge your practice of "telling us who to vote for," but they will be doubly upset if you don't give them an opportunity to challenge the reasons 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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10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)			
Full Name		Complete Mailing Address	
Tennessee Press Association (a not-for-profit trade association owned by the Tennessee general circulation newspapers that are members.)		412 N. Cedar Bluff Rd., Ste. 403, Knoxville, TN 37923	
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None			
Full Name		Complete Mailing Address	
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)			
13. Publication Title The Tennessee Press		14. Issue Date for Circulation Data Below September 2020	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		850	850
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	523.42	521
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	25	19
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	0	0
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		548.42	540
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	166.83	157
	(2) Free or Nominal Rate In-County Copies included on PS Form 3541	0	0
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	0	0
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	6.17	6
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		173	163
f. Total Distribution (Sum of 15c and 15e)		721.42	703
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		128.58	147
h. Total (Sum of 15f and g)		850	850
i. Percent Paid (15c divided by 15f times 100)		76%	77%
* If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.			
17. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the <u>October 2020</u> issue of this publication. <input type="checkbox"/> Publication not required.			
18. Signature and Title of Editor, Publisher, Business Manager, or Owner Carol Daniels, Editor			Date Sept. 30, 2020
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			

Standard Banner wins 6 National Newspaper Association editorial awards

SUBMITTED
The Standard Banner,
Jefferson City
May 7, 2020

The Standard Banner, Jefferson City, recently earned top-three finishes in six different categories, including three first-place awards, in the National Newspaper Association's 2020 Better Newspaper Contest.

Winners in the contest among community newspapers from across the United States were to be recognized at an awards ceremony to be held Oct. 3 as part of the NNA's Virtual 134th Convention & Trade Show.

Winning first-place entries for The Standard Banner came in the categories of Best Breaking News Photo, Best Photo Essay, and Best Sports Feature Story.

The newspaper received second-place awards for Best Sports Photo and Best Profile Feature Story, and third-place for Best Breaking News Story.

"Our goal is to produce a high-quality package of news and features for our readers with every issue," said Dale Gentry, publisher

of The Standard Banner. "We get positive feedback from our readers on a regular basis, but it is always gratifying to get recognition for the excellent work of our staff on the national level."

First-place awards

The Best Breaking News Photo was taken by staff writer Steve Marion, of a 12-alarm fire that destroyed the Silver Phoenix plant in Dandridge in September of



Marion

2019. "I love the composition and contrast to this photo, especially how the smoke billows above the building," the contest judge wrote. "This photo drew me in immediately, and I am a stickler for breaking news."

The award for Best Sports Feature Story was for Marion's story on the 1958 Nelson Merry High School Lions, who qualified for a Thanksgiving Bowl Game, and were invited to play at Carson-Newman's McCown Field.

The game, won by the Lions 28-0, foreshadowed changes in race relations that would bring more equality over the next few years – both locally and nationally.

"This was an absolute joy to read," the judge said of the winning entry. "The writer does a fantastic job painting a picture with so many details about the field, the bus, what they drank, singing 'Rocking Robin' because the field was on Jay Street, the fans and so many more."



Lloyd

Learn."

Of the striking main photo of the house in flames, taken from Jefferson City's aerial firefighting platform, the judge commented that the "eye-catching photo . . . captures readers' attention." The page "stops the reader for a long

look. I just kept coming back to this entry," the judge added.

Other awards

The second-place award for Best Sports Photo was for Melanie Fritz's picture of C-N's Abby



Fritz

Wilson flying to the basket for a lay-up during a November game. "This photo was taken at exactly the right second," the judge commented.

The other second-place award was for Marion's story on the 43-year career of TWRA officer Wayne Rich, who retired in April 2019 after what he described as a "wild ride" as a wildlife officer. "This was a great feature on an interesting man. I like the quotes from people he busted, but also the memories of some of his run-ins with wildlife," the contest judge said.

The winning third-place award for Best Breaking News Story was for coverage of the bizarre murder of a mother and son, and her



Brown

unborn baby, who were killed in June 2019 when they were hit in downtown Jefferson City by a man who said a "voice" told him to attack the pedestrians with his car. Marion, along with staff writer Mark Brown, wrote the account, which included several side bars. The judge noted the multiple viewpoints that the writers included as part of telling the story to readers.

The contest

There were 1,276 entries in the Better Newspaper Editorial Contest and 193 entries in the Better Newspaper Advertising Contest for a total of 1,469 entries. A total of 523 awards were won by 92 member newspapers in 34 states.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and is the one of the largest newspaper associations in the country.

TPA MEMBER COVERAGE SHOWCASE: Shelbyville Times-Gazette

A College Grove family dairy farm adapts to survive

TERENCE CORRIGAN
Shelbyville Times-Gazette
June 6, 2020

The contrast is unavoidable. Less than a half-mile south of I-840 on Arno Road is The Grove, a housing development of "luxury estate homes." Directly across the road is a dairy farm.

The Grove is a thousand-acre "community offering a distinctive lifestyle." The price of admission is a home that costs between \$1 million and \$3 million. Building lots in the Grove start at \$165,000. There are 800 building lots.

Literally, a stone's throw away from the gated entrance to The Grove is the 200-acre Hatcher Family Dairy, where 85 cows are milked twice daily. The Hatcher family established the farm in 1831.

William Hatcher, at age 21, immigrated to America in 1635 to Jamestown. The Hatcher farm was a land grant following the Revolu-

tionary War.

Late in 2006, the Hatchers faced a momentous decision. The farm had been operating in the traditional way of dairy farms, but that was becoming economically untenable.

Charlie Hatcher went to his son, Charles, who was then a senior in high school and presented him with a Sophie's choice. "Dad approached me and said 'We're going to have to do something or sell the farm. Is this something you want to carry on?'"

Charles' answer? "Absolutely." Charles felt an obligation to his forebears. To sell the farm, he said, "would be doing our ancestors an injustice."

Within a year, the Hatchers established Tennessee's first on-farm milk processing plant: pasteurizing, homogenizing and bottling their own milk and selling it directly to the public. They bottled their first jug of milk on March 18,



2007. They named the processing facility the Abe Hatcher Creamery, after Charles' grandfather, Abram Woolridge Hatcher, who died in 1994.

Eighteen months after the Hatchers filled their first bottle of milk, the New York City finan-

cial company Lehman Brothers collapsed pulling one of the major triggers that led to the financial crisis of 2008. The Lehman Brothers' had been the lender for The Grove, the Hatchers' neighbors across the road. The Grove was sold in 2011. Since then, the Grove

Photos by Terence Corrigan,
 Shelbyville Times-Gazette

Farm owner/manager Charles Hatcher pets Cam, a potential Hatcher Family Dairy hall of famer. To be recognized in the farm's bovine hall of fame a cow has to "be nice, be productive and have a long career," Charles says. The 188-year-old Hatcher dairy farm in College Grove established Tennessee's first on-farm milk processing plant: pasteurizing, homogenizing and bottling their own milk and selling it directly to the public. They bottled their first jug of milk on March 18, 2007.

has been revived and the Hatchers have thrived.

Location, location

Developing neighborhoods of multi-million dollar homes near

2020 TPA Advertising & Circulation Ideas Contest Results

CATEGORIES

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

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

Daily Group 1 — Paid circulation less than 15,000

Daily Group 2 — Paid circulation 15,000 and above

BEST OF SHOW

Best of Show — Grainger Today, Bean Station

First Runner-Up — The Paris Post-Intelligencer

Second Runner-Up — Morgan County News, Wartburg

BEST SPECIAL SECTION

Daily Group 1

1st — The Greeneville Sun

2nd — The Greeneville Sun

3rd — The Greeneville Sun

Daily Group 2

1st — Citizen Tribune, Morristown

2nd — Chattanooga Times Free Press

3rd — Chattanooga Times Free Press

Non-Daily Group 1

1st — Grainger Today, Bean Station

2nd — Weakley County Press, Martin

3rd — Weakley County Press, Martin

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

BEST SELF-PROMOTION OF A NEWSPAPER

Daily Group 1

1st — Herald-Citizen, Cookeville

2nd — The Greeneville Sun

3rd — The Paris Post-Intelligencer

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Chattanooga Times Free Press

3rd — Chattanooga Times Free Press

Non-Daily Group 1

1st — Roane County News, Kingston

2nd — Brownsville Press

3rd — The Leader, Covington

Non-Daily Group 2

1st — Farragut Press

BEST SALES PROMOTION FOR A RETAILER

Daily Group 1

1st — Cleveland Daily Banner

2nd — The Paris Post-Intelligencer

3rd — The Paris Post-Intelligencer

Daily Group 2

1st — Citizen Tribune, Morristown

Non-Daily Group 1

1st — Grainger Today, Bean Station

2nd — The Courier, Savannah

3rd — Carthage Courier

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

BEST USE OF MULTI-COLOR AD

Daily Group 1

1st — Herald-Citizen, Cookeville

2nd — The Paris Post-Intelligencer

3rd — Herald-Citizen, Cookeville

Daily Group 2

1st — Kingsport Times-News

2nd — Citizen Tribune, Morristown

3rd — Chattanooga Times Free Press

Non-Daily Group 1

1st — The Courier, Savannah

2nd — Roane County News, Kingston

3rd — Roane County News, Kingston

Non-Daily Group 2

1st — Independent Appeal, Selmer

2nd — Farragut Press

3rd — Stewart County Standard, Dover

BEST USE OF SINGLE COLOR AD

Daily Group 1

1st — The Paris Post-Intelligencer

2nd — The Paris Post-Intelligencer

3rd — Herald-Citizen, Cookeville

Non-Daily Group 1

1st — Pulaski Citizen

2nd — Brownsville Press

3rd — Pulaski Citizen

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Farragut Press

BEST BLACK & WHITE AD

Daily Group 1

1st — The Paris Post-Intelligencer

2nd — Herald-Citizen, Cookeville

3rd — The Greeneville Sun

Daily Group 2

1st — Kingsport Times-News

2nd — Citizen Tribune, Morristown

Non-Daily Group 1

1st — LaFollette Press

2nd — The Leader, Covington

3rd — The Courier, Savannah

Non-Daily Group 2

1st — Stewart County Standard, Dover

2nd — Farragut Press

3rd — Farragut Press

BEST FEATURE PAGE OR PAGES

Daily Group 1

1st — The Greeneville Sun

2nd — The Greeneville Sun

3rd — Herald-Citizen, Cookeville

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Kingsport Times-News

Non-Daily Group 1

1st — Morgan County News, Wartburg

2nd — Morgan County News, Wartburg

3rd — Smithville Review

Non-Daily Group 2

1st — Farragut Press

2nd — Farragut Press

3rd — Independent Appeal, Selmer

BEST 1/4 PAGE OR SMALLER AD

Daily Group 1

1st — The Paris Post-Intelligencer

2nd — Herald-Citizen, Cookeville

3rd — The Paris Post-Intelligencer

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Chattanooga Times Free Press

3rd — Citizen Tribune, Morristown

Non-Daily Group 1

1st — The Courier News, Clinton

2nd — The Leader, Covington

3rd — Roane County News, Kingston

Non-Daily Group 2

1st — Farragut Press

2nd — Stewart County Standard, Dover

3rd — Stewart County Standard, Dover

BEST FOOD STORE AD

Daily Group 1

1st — The Daily Times, Maryville

2nd — Cleveland Daily Banner

3rd — Herald-Citizen, Cookeville

Daily Group 2

1st — Chattanooga Times Free Press

2nd — Chattanooga Times Free Press

Non-Daily Group 1

1st — Grainger Today,

See **CONTEST** Page 9



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
August 2020	\$122,623	\$31,068
Year* as of August 31	\$912,277	\$150,379

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

Journalism's coverage combover isn't fooling anyone

JIM BRADY
 Reynolds Journalism Institute
 March 10, 2020

Visit many American cities, and you'll find a local newspaper with a staff half the size of 15 years ago, yet still gamely trying to cover everything it did then.

Welcome to the Age of the Journalism Combover, where the necessary resources no longer exist to cover the desired terrain.

And like non-metaphorical combovers, let's be honest: We're not fooling anyone. We'd earn more respect if we just owned reality. Because if the choice comes down to news organizations being comprehensive or being indispensable, it's not really a choice at all.

Now, some will argue that being comprehensive is what makes a news organization indispensable.

There's surely some truth in that, but the bar for true comprehensiveness is high. Luckily, for a time, so were newspaper profit margins, which allowed newsrooms to expand to where they could cover just about everything. But those days are gone, and gone forever. We cannot be all things to all people. As the revenue burden shifts from advertisers to readers, it's more important to be the right things to the right people.

While many newsrooms have already sharpened their focus, there are still far too many that have not. We see beleaguered reporters forced to sacrifice depth for breadth, and geographic areas once handled by five reporters now managed by one. Stretching resources too thin both hurts the quality of the journalism and limits how much effort can be put



Submitted photo by Jeroen Bennink, Flickr

toward disciplines that will be crucial to future success.

Here are six recommendations for how newsrooms can safely abandon the illusion of comprehensiveness while increasing indispensability.

1. Own breaking news

The best way to remain relevant on a daily basis is to be the default site for local breaking news. This both creates daily habitual use and deepens trust. But even on breaking news, being selective is crucial. You don't have to knock out short stories about every fire or every car accident. But when significant news breaks that will impact your

entire market, go all-in.

2. Go deep on investigative and enterprise

Nothing enhances the reputation of a local newsroom more than holding those with power accountable by digging up information beyond the grasp of the average citizen. Investigative and enterprise reporting must remain a core competency. These stories are crucial to local communities; they also tend to be the ones that convince consumers to support you.

3. Abandon the soft middle

The soft middle features the more

See **COMBOVER** Page 11

CONTEST from Page 8

- Bean Station
- 2nd — Pulaski Citizen
- 3rd — Smithville Review

Non-Daily Group 2

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

BEST AUTOMOTIVE AD

Daily Group 1

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

Daily Group 2

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

Non-Daily Group 1

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

Non-Daily Group 2

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

BEST PROFESSIONAL SERVICE AD

Daily Group 1

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

Daily Group 2

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

Non-Daily Group 1

- 1st — Brownsville Press
- 2nd — Brownsville Press
- 3rd — LaFollette Press

Non-Daily Group 2

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

BEST FURNITURE AND/OR APPLIANCE AD

Daily Group 1

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

Non-Daily Group 1

- 1st — The Leader, Covington
- 2nd — LaFollette Press
- 3rd — Herald-News, Dayton

Non-Daily Group 2

- 1st — Farragut Press
- 2nd — Farragut Press
- 3rd — Independent Appeal, Selmer

BEST SUBSCRIPTION PROMOTION IDEA

Daily Group 1

- 1st — Herald-Citizen, Cookeville
- 2nd — Herald-Citizen, Cookeville
- 3rd — The Mountain Press, Sevierville

Daily Group 2

- 1st — Citizen Tribune, Morristown

- 2nd — Citizen Tribune, Morristown

- 3rd — Citizen Tribune, Morristown

Non-Daily Group 1

- 1st — Smithville Review
- 2nd — The Courier, Savannah
- 3rd — Smithville Review

BEST RACK CARD

Daily Group 1

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

Daily Group 2

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

BEST SINGLE COPY PROMOTION

Daily Group 1

- 1st — The Greeneville Sun

Daily Group 2

- 1st — Citizen Tribune, Morristown

BEST NEWSPAPER IN EDUCATION PROMOTION

Daily Group 1

- 1st — The Greeneville Sun

Non-Daily Group 1

- 1st — Brownsville Press

BEST CARRIER RECRUITMENT

Daily Group 1

- 1st — The Greeneville Sun

Daily Group 2

- 1st — Citizen Tribune, Morristown

Non-Daily Group 2

- 1st — Farragut Press

BEST OVERALL WEBSITE

Daily Group 1

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

Non-Daily Group 1

See **CONTEST** Page 10

Tennessee judge rules election panel violated open meetings

TRAVIS LOLLER
Associated Press
September 25, 2020

A Tennessee judge ruled on Friday, Sept. 25, the state's Registry of Election Finance violated open meetings law when it held a vote by email on the eve of an election filing deadline.

Davidson County Chancellor Ellen Hobbs Lyle rejected the state's argument that the vote was inconsequential and therefore unnecessary to be taken in public.

According to court documents, Bureau of Ethics and Campaign Finance Executive Director Bill Young sent an email to the six members of the Registry on April

1, asking whether they would approve an offer by state Rep. Joe Towns to pay \$22,000 to settle a debt of \$65,000 owed to the Registry and \$1,100 owed to the Tennessee Ethics Commission.

Registry members voted 4-2 by email to accept the settlement. Only the vote tally was made public, not the emails themselves. The vote was taken the night before the election filing deadline, and Towns likely would not have been able to file as a candidate without a settlement of his debt. It later came out that Towns also threatened to challenge the constitutionality of the state's campaign finance laws if the panel did not

accept his settlement offer, according to court documents.

The Associated Press, the Tennessee Press Association and the Tennessee Coalition for Open Government were among the media and watchdog groups to sue the Registry on April 29. They sought a declaration that the panel violated the Tennessee Open Meetings Act. They also wanted the judge to supervise the Registry for a year in order to prevent future violations.

In her Sept. 25 ruling, Lyle declared the email vote was a violation but said the supervision

See **VIOLATION** Page 12

Newspaper reps must offer customers more assistance

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

Few customers would enter a bakery to buy a cake and expect to make the batter yourself. Nor would they schedule repair work on their car and assume they'd have to provide all the parts.

Selling newspaper and shopper advertising is more difficult today than it was a few years ago. The online reading habits of the younger generation is one reason. Increased forms of competition and the current COVID-19 restrictions are two more.

But the potential market is still large, and the opportunities are still great. As I've said over and over in my seminars: "Advertisers

want to advertise. They just don't know when, where, what and how!" Local businesses need and deserve all the encouragement and hands-on help the sales consultant can provide.

More than ever it is the job of the advertising professional to do the hard work for the customer. That includes helping the client choose the best publications, sections and most compatible promotions, suggesting the best times to advertise, helping the advertiser select what to advertise and with professional help — usually working with the in-house creative department — writing the copy and designing the ad.

At our publishing firm we've

See **WAGNER** Page 12

CONTEST from Page 9

- 1st — The Leader, Covington
- 2nd — Smithville Review

BEST INTERNET BANNER OR TILE AD

Daily Group 1

- 1st — The Paris Post-Intelligencer
- 2nd — The Greeneville Sun
- 3rd — The Greeneville Sun

Daily Group 2

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

Non-Daily Group 1

- 1st — Herald-News, Dayton

BEST NIE SPONSORSHIP RECRUITMENT

Daily Group 1

- 1st — The Greeneville Sun

BEST READER CONTEST

Daily Group 1

- 1st — The Greeneville Sun

- 2nd — The Daily Times, Maryville

- 3rd — Herald-Citizen, Cookeville

Daily Group 2

- 1st — Pulaski Citizen

- 2nd — Pulaski Citizen

- 3rd — Roane County News, Kingston

Non-Daily Group 2

- 1st — Farragut Press

- 2nd — Farragut Press

BEST CLASSIFIED SECTION

Daily Group 1

- 1st — The Paris Post-Intelligencer

- 2nd — Herald-Citizen, Cookeville

Daily Group 2

- 1st — Citizen Tribune, Morristown

Non-Daily Group 1

- 1st — Grainger Today, Bean Station

- 2nd — Roane County News, Kingston

Non-Daily Group 2

- 1st — Farragut Press

BEST SUBSCRIBER RETENTION PROGRAM

Daily Group 1

- 1st — The Mountain Press, Sevierville

- 2nd — The Greeneville Sun

- 3rd — The Greeneville Sun

BEST INTERNET SUBSCRIPTION PROMOTION

Daily Group 1

- 1st — The Greeneville Sun

Daily Group 2

- 1st — Citizen Tribune, Morristown

Non-Daily Group 1

- 1st — Smithville Review

BEST MARKETING MATERIALS

Daily Group 1

- 1st — The Greeneville Sun

- 2nd — The Greeneville Sun

- 3rd — Herald-Citizen, Cookeville

Daily Group 2

- 1st — Chattanooga Times Free Press

- 2nd — Kingsport Times-News

Non-Daily Group 1

- 1st — Morgan County News, Wartburg

- 2nd — Roane County News, Kingston

- 3rd — Roane County News, Kingston

Non-Daily Group 2

- 1st — Farragut Press

BEST NICHE PUBLICATION

Daily Group 1

- 1st — Cleveland Daily Banner

- 2nd — Cleveland Daily Banner

- 3rd — Herald-Citizen, Cookeville

Non-Daily Group 1

- 1st — Weakley County Press, Martin

- 2nd — Herald-News, Dayton

- 3rd — Roane County News, Kingston

Non-Daily Group 2

- 1st — Farragut Press

- 2nd — Farragut Press

- 3rd — Independent Appeal, Selmer

BEST USE OF HUMOR IN AN AD

Daily Group 1

- 1st — Herald-Citizen, Cookeville

- 2nd — Herald-Citizen, Cookeville

- 3rd — The Paris Post-Intelligencer

Daily Group 2

- 1st — Chattanooga Times Free Press

Non-Daily Group 1

- 1st — Brownsville Press

- 2nd — The Courier News, Clinton

- 3rd — Morgan County News, Wartburg

Non-Daily Group 2

- 1st — Farragut Press

- 2nd — Farragut Press

- 3rd — Farragut Press

OBITUARIES

Richard C. Dodson

Editor's note: This obituary was written by Dodson's widow, Cathy Dodson.

On Wednesday, May 6, 2020, I lost the love of my life — my soulmate, Richard C. Dodson. Richard passed away suddenly after a



Dodson

brief, non-coronavirus illness. He suffered his initial setback while jogging, which he truly loved to do.

Richard was born in Knoxville in 1953 to Lester Henry "Hank" Dodson

and Barbara Armstrong Dodson and grew up in a military family. He lived many places around the country, and spoke often of childhood experiences in Hawaii, California and the Carolinas. He served in the Navy, a formative and precious time for him. He then graduated from the University of Tennessee with a degree in journalism/communications.

Richard worked for several newspapers, finally finding his home at The Daily Times in Maryville, where he was the news editor until he retired in 2018. Even after retirement, he

continued to work part-time for the paper, providing an expertise of old-school journalism.

Richard was a kind-hearted, sweet soul who will be forever missed by his wife of 27 years, Cathy Dodson.

Richard leaves behind his wife, Cathy Dodson; brother Charles (Glenda); nephew Chuck Dodson; niece Shelley Dodson; niece Kristi Gifford; his Aunt Terry Piper (Pat); his brothers-in-law Chris Howard (Verna) and Steve Howard (Judy); their respective children Tyler (Jasmine), Andrew and Austin (Meegan); several dear cousins; and really great friends in his men's Bible study. Also two amazing cats Chester and Elton and an excitable (but lovable) dog Clark. He was preceded in death by his parents, his son Eric and several aunts and uncles.

In lieu of flowers, please make donations to Young Williams Animal Center or the charity of your choice. Arrangements by Rose Mortuary Mann Heritage Chapel.

*The Daily Times, Maryville
May 7, 2020*

Jim Crawford Jr.

James W. (Jim) Crawford Jr. a third-generation newspaper owner, died Monday, September 21, 2020 at Helen Keller Hospital in Sheffield, Alabama. He was 91.

His family publishes four newspapers, and operates Mid-State Publishing Company that Crawford established in 1967. It was one of the first offset web printing facilities in the southeast.



Crawford

The Lawrenceburg native, the husband of Marie K. Crawford for 61 years and the father of seven children, was involved in his community far beyond its twice-weekly

newspaper, The Democrat-Union. He was chairman of the Lawrence County Chamber of Commerce Committee that established the Lawrenceburg-Lawrence County Airport. Mr. Crawford also was integral to the work that led to the Lawrence County Public Health Center, and served as chair of the county's Board of Health.

Mr. Crawford owned and operated four publications: In Alabama the Colbert County Reporter in Tusculumbia and the Standard & Times in Sheffield and in Tennessee The Democrat-Union and the Hickman County Times in Centerville. All are weeklies and several of Mr. Crawford's children are involved in their operation.

Mr. Crawford was preceded in death by his parents, Jim

Crawford, Sr., Estelle Bethel Crawford; granddaughter, Sarah Catherine Whitehead; and grandson, Lucas Sean Brasili.

He is survived by his wife, Marie Crawford; his children, Jimmy Crawford, III, Charlie Crawford and wife, Melinda, Estelle Whitehead, Mary Ellen Wallace and husband, Mike, Bobby Crawford and wife, Cyndie, Carolyn Butler and husband, Bradley, Teresa McGee and husband, Scott; fifteen grandchildren; and four great-grandchildren.

He is also survived by his brothers Bill Crawford and Nathan Crawford.

*Submitted
Sept. 23, 2020*

Vernon McKinney

Vernon McKinney, long-time newspaper editor and publisher in East Tennessee, died September 21, at age 92, at Holston Rehabilitation and Health Center. He was born to Mae and Thomas McKinney in Lenoir City, in 1928.

Newspaper work was in his blood. He worked in various jobs at many different newspapers starting when he was a junior at Lenoir City High School, while attending Tennessee Wesleyan College and also at The University of Tennessee, where he graduated with a degree in journalism



McKinney

in 1955. After working at the Clinton Courier News, he purchased a weekly newspaper, The Upper Cumberland Times at Jamestown, in 1959. He then returned to his native Lenoir City in 1961 as owner of the weekly newspaper, The Lenoir City News, where he first started his newspaper career as a linotype operator. He was active with the Tennessee Press Association throughout his career, serving as president in 1971. After selling the Lenoir City News in 1980, he owned a typesetting business, The Type Case, in Knoxville.

He is survived by his wife, Peggy Burkhardt McKinney, daughters, Karen McKinney, son-in-law, John Taylor, and Janet Scott and sons, Joel, Justin, and Daniel. He is survived by step-children Doug Burkhardt and daughter-in-law Peggy, Jimmy Burkhardt, and daughter-in-law Gayle, and Angie Wells. He had eight step-grandchildren.

*Submitted
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routine chronicling of municipal institutions such as school boards, city agencies, etc. These can no longer be supported by most newsrooms on a daily basis. This doesn't mean you shouldn't have reporters covering education or transportation or local politics; it means giving up the routine and doing deeper reporting on these topics.

4. Curate to maintain some comprehensiveness

Most U.S. cities have niche sites that cover technology, education, entertainment, sports, business and more. If these are sources you know and trust, link to them. One of the key lessons of curation is you can be comprehensive without incurring the costs required to do so yourself.

For some reason, curation

remains anathema to newsrooms, especially those used to owning their market. I've never been sure if it's an issue of pride, competition or just not understanding the power of curation. Let's be clear: Curation isn't just a kumbaya strategy where we're just helping each other out (though that's a nice fringe benefit). Curation is a way to make yourself the starting point for time-constrained local consumers. If a consumer has a choice to go to six different news sites in their city or to one that's already tracked down and linked to the best work, they will choose the latter.

5. Engage your readers in closing coverage gaps

Abandoning the illusion of comprehensiveness also opens up opportunities to spend resources on crucial new disciplines. One of those is engaging with read-

ers. All newsrooms should, by now, have someone tasked with engagement. Because readers themselves can help fill coverage gaps. They can provide photos or videos in breaking news situations. They can provide expertise on the growing number of issues where journalists only have time to amass general knowledge. They can provide story ideas. They can, in some cases, provide supporting documents. We're never going back to the newsrooms of 1990, so we need to empower citizens to help fill some gaps.

6. Obsess over audience data for better decisions

Audience development is another underappreciated area in many legacy newsrooms. And I understand why: Until the digital revolution,

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that facts are out of order or have been left out. When those flags of confusion get raised, make notes in the copy to remind yourself to add or change the position of any fact, detail or piece of information that seems to be missing or misplaced.

- Reading aloud will improve your use of quotes, identifiers and tag lines, figures, data points, descriptive details, action, humor, emotion and emphasis by revealing if they are correctly positioned in the copy. If they feel hidden or out of place or clunky, a rework is needed.

- To heighten the power of reading aloud, call someone on the phone and read the text aloud to them. Then ask them if they understood everything, and if not, it's back to rewriting and editing.

- Reading aloud will reinforce the time-honored concept that the

best sentence structure is S-V-O, or subject, verb, object. It reveals if compound verbs or subjects have been improperly split. It highlights poor word usage or style problems. It uncovers wordiness and clunkiness. It identifies poor pacing. It can show if the vibe is off. It can show if bias has crept in.

- Reading aloud allows a writer or editor to reach the top echelon of great stories — those that are clear and factual and which make sense, and the best that are both accurate and complete but also pleasant for readers to read.

- Know this fact and remember it: If you can't read the story aloud well, then readers can't read it well on the page, and it simply is not ready for publication.

Bart Pfankuch is the content director of South Dakota News Watch; he can be reached at bart.pfankuch@sdnewswatch.org.

DAIRY from Page 6

farms has not always resulted in harmonious relationships. As city folk, with urban sensibilities, move into farming communities, they are often offended by the odors of farm animals and aesthetically challenged farm buildings.

“We didn’t push back. We embraced it,” Charles Hatcher said, adding that their success is due in large part to their relationship they have fostered with their affluent neighbors.

“It was a unique opportunity for (the Hatchers) to market their products,” said Tennessee Farm Bureau Federation President Jeffrey Aiken. “It also created challenges, to get their non-farm neighbors to accept and understand some of the environmental challenges that ag presents.”

“They learned how to co-exist with their urban neighbors through educational efforts, trying to be strong environmentalists, taking care of the land and showing their neighbors how they take care of the land,” Aiken said.

Hatcher Dairy’s signature product is whole milk that is pasteurized but not homogenized. (The distinctive characteristic of non-homogenized milk is the pure cream that rises to the top of the bottle.) They also sell farm-raised beef and lamb and they have their own line of ice cream.

Although the Hatcher’s dairy products are not certified organic, “it is all-natural and we do follow organic practices,” Charles said.



Charles Hatcher stands in front of Hatcher Family Farm creamery, named for his grandfather, Abram Woolridge Hatcher, who died in 1994.

For example, the Hatchers do not use petroleum-based fertilizer. “Our only fertilizer is cow manure,” he said. “Poop is a good thing. We use every drop of it.”

The right time and the right place

The Hatchers now bottle 6,000 gallons of milk a week and, in addition to the farm store, sell it through 90 outlets in the four counties surrounding the farm: Davidson, Rutherford, Maury and their home county, Williamson.

Their success, Charles said, is in large part due to the growth and changes in Nashville. The Hatchers’ farm is 30 minutes from

downtown Nashville.

“The stars lined up right,” Charles explained. “My dad came up with this concept and the momentum shift in Nashville. Nashville is a foodie city now. There are high-end coffee shops and restaurants on every corner in Nashville.”

“We’ve got coffee shops and restaurants that have made pledges to use local products, and they use our products.”

“In the morning I can be milking cows and a couple of hours later I’m in Hatcher Family Dairy dress attire in downtown Nashville walking into high-class restaurants delivering milk. It’s the coolest thing.”



A cow shows up early at the milking parlor.

Happy cows

The so-called mega-dairies are driving small, family-owned dairy farms out of business. At mega-dairies, cows are kept in confinement, not in the traditional way of allowing them to graze in meadows or paddocks. The Hatchers don’t confine their cows, and they provide them with a varied diet. They rotate the cows between 5-acre paddocks each with a different type of grass. Crimson clover, rye grass, sorghum Sudangrass, fescue and Bermuda are all on the cows’ menu.

As Charles leads a visitor into the paddock where the herd is relaxing after the morning milking, the cows show not even a hint of apprehension. As he discussed the family’s choice to keep their cows pasture-based, he said, “They’re out in the elements but we feel like they’re real comfortable here.”

His herd is mixed: Jerseys, Holsteins and Brown Swiss. They seem to prefer associating with their own breed. “When they’re out in the field they segregate themselves. It’s like they have their own cliques,” he said, laughing.

The Hatcher cows have names. Ahead of us is Cam, a Jersey, who Charles said is a “potential hall of famer.” He explained that on the Hatcher Dairy Farm they initiated a bovine hall of fame program. To earn a place in the hall of fame, a cow has to “be nice, be productive and have a long career,” Charles explained.

Cam lies peacefully, chewing her cud, looking out across the valley at the barnyard where she gives milk twice a day and at the homes in The Grove. As Charles scratches Cam’s neck, he comments on the view. “This is a little slice of paradise when you walk up here on a pretty day.”

VIOLATION from Page 10

was unnecessary. The Registry effectively cured the violation when it held a public meeting on July 8 to redo the vote, Lyle said. She also noted the email vote was not part of a pattern of ongoing violations.

The state had attempted to argue there was no violation of the Open Meetings Act because the Registry vote was merely advisory, and only the state attorney general has the power to accept a settlement offer. The state asked Lyle to rule that inconsequential decisions are not subject to the Open Meetings Act.

Lyle declined to draw such a line and also disagreed that the vote was inconsequential, saying even if the vote was advisory “the Registry had a weighty role with respect to the settlement.”

WAGNER from Page 10

been able to sell difficult or indecisive buyers by sharing a well-thought-out package of locally produced, ready-to-print ads featuring various headlines, art and copy.

We call the customized approach “Project Five” and the print-ready, actual-size ads are presented in a color folder imprinted with the “Project Five” logo.

Completing the package can sometimes require teamwork among the company’s various departments. The salesperson determines what products might be featured and gathers the important details.

A staff photographer sometimes is needed to shoot the perfect image. The sales manager or a staff writer might be called on to help create distinctive and

motivating copy. And, finally, a graphic artist steps in to put it all together. The challenge is to come up with five unique, hard-selling layouts.

When everything is ready the samples are presented to the buyer in a format that makes decision-making painless and easy.

In a worst-case situation, the process at least gives the sale representative some opportunity to learn what the client likes and dislikes in ad.

True, “Project Five” can require a greater amount of work before the sale, but in today’s increasingly difficult market the results can make the effort worthwhile.

Peter W. Wagner is founder and publisher of the award-winning N’West Iowa REVIEW and 13 additional publications.

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journalism has been far more art than science. But analytics are allowing us to be scientific, and there’s no shame in combining art and science to chart a path forward. To be clear, being scientific doesn’t mean just throwing up big-screen TVs showing real-time traffic -- that’s data without analysis. It means having dedicated people studying longer-term trends about the kinds of stories that are resonating, and with which audiences. It means studying incoming traffic sources, overall traffic trends, newsletter performance and so many other things.

I describe the past 40 years of newsroom staffing via the metaphor of a roulette table, with every number representing a reporting beat. In the salad days from 1970

to 2005, we had at least one chip on pretty much every number. But as journalism’s economic woes mounted, we began removing chips and stretching the remaining ones across multiple numbers.

Now, I believe the answer is to stack the chips on the numbers you absolutely have to win. Breaking news and investigative reporting are two of those areas, and depending on the local market, every news organization will have a few other numbers for stacking chips.

By applying this “stack the chips” theory, you’ll end up throwing the majority of your journalistic resources at issues that matter most to readers.

Jim Brady is CEO of Spirited Media, which operated local news sites, including Billy Penn, before selling them.