

The Tennessee Press

Official Publication of the Tennessee Press Association

Volume 85

December 2021

No. 6

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Finney library reopens with \$6.1M in renovations

SUBMITTED
The Daily Herald, Columbia
November 24, 2021

The John W. Finney Memorial Library at Columbia State Community College on Nov. 19 held an open house celebrating completed renovations, which were budgeted at \$6.1 million, with tours of the updated space and remarks from President Janet F. Smith.

Representatives from the Finney and Kennedy families were in attendance to view the upgrades.

"The library is a comfortable and welcoming place for students, faculty, staff and community members to discover and explore a wealth of information, connect with student support services and engage with others," said Anne Scott, Columbia State library director.

The Columbia State library was originally housed in a temporary classroom before moving into what is now the William R. Walter Building. In 1967, it was dedicated as the John W. Finney Memorial Library. Finally, on June 25, 1972, the library found its permanent home at the forefront of campus.

"I would often hear my grandad speaking with my parents passionately about his vision for Columbia State and what it would do for southern Middle Tennessee," said



Submitted

Members of the Finney/Kennedy families hold the reframed portrait of John W. Finney at the Nov. 19 reopening open house for the John W. Finney Memorial Library at Columbia State Community College. Pictured left to right: John Finney, great-nephew of John W. Finney; Mary Susan Kennedy, wife of Delk Kennedy; Delk Kennedy, grandson; Jack Blackstone, great-grandson; Elizabeth Kennedy Blackstone, granddaughter; Margaret Berry Kennedy, great-great-granddaughter; Bill Blackstone, husband of Elizabeth Kennedy Blackstone; and Emory Blackstone, great-grandson.

Delk Kennedy, grandson of John W. Finney.

"I've lived here all my life. I look around today at what Columbia State has done and what it has meant to this community. Its students, faculty and the enrichment

that has come to southern Middle Tennessee is everything that my grandfather imagined and more. If he could see this now, he would be beaming."

See **LIBRARY** Page 2

No Winter Convention, Bring on Summer!

TPA's Board of Directors have decided to skip a winter convention for 2022 out of an abundance of caution due to concerns about the potential for increased Covid-19 transmission during the winter.

TPA will focus on assisting with planning for the summer Tri-State Press Convention that will bring the Arkansas, Mississippi and Tennessee press associations together again in Memphis for June 22-25, 2022.

This will be the third three-state gathering of these associations. Previous conventions were held in 2004 and 2010. Arkansas Press Association is leading the planning of the 2022 convention. Convention details will be available in late April.

- Staff reports
November 20, 2021

Economic development remains opaque in Tennessee

DEBORAH FISHER
TN Coalition for Open Government
November 16, 2021

Editor's note: This article was edited for space.

Four years ago, an investigative journalist in Nashville examined the cash grants and tax breaks given to companies as part of the state's economic development deals to create jobs.

The headline: "Are Tennessee job subsidies a success? Secrecy makes it nearly impossible to know."

Despite the deep report sounding an alarm, we are not much better off today in getting answers. Why? A web of exceptions to the public records laws makes a great deal of the information about these deals confidential. Reporting requirements by companies receiving state money or local government incentives are weak or non-existent. Tax credits awarded for job development are not public. And too much of the focus of the state is on announcing exciting

new deals, not following up on the less-than-exciting situations that turned sour.

Audits found deficiencies in state agency reports

Problems with weak accountability for job creation and other performance measures have been documented by the Tennessee Comptroller's Office in its audits of the state's Department of Economic and Community Development

(ECD) in 2016 and again in 2020.

These were followed by hearings in legislative committees. But while lawmakers and communities have gotten better at asking questions, government officials in charge of the programs have not gotten much better in providing answers.

Part of what fuels the purported need for secrecy is that disclosing too much of the state's "secret sauce" for luring business to Tennessee would give other states an

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The Tennessee Press

Official Publication of the Tennessee Press Association

(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.

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TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Mike Towle, (615) 293-5771; or email editor@tnpress.com. The deadline for the February 2022 issue is January 4, 2022.

Beware social media regulation

Be careful what you ask for. We've all heard the warning and some of us have uttered it on occasion.

It certainly applies when it comes to stumping for government regulation of social media. Most of us recognize the good side of social media – connecting us with family, friends and colleagues, sharing some laughs, crowd-sourcing ideas, etc.

The wild-west nature of social media also has allowed it to become a source of dangerous radicalism, bullying and forms of hate too numerous to mention.

Does the good outweigh the bad? Does the bad outweigh the good? Maybe it depends on whether you use social media for connections and laughs, or you use it to spew hate and divisiveness.

The calls for regulation of the internet – and social media in particular – have risen from a murmur to piercing howls. The decibel level has increased exponentially since Facebook whistleblower Frances Haugen testified before a Senate subcommittee, noting potential harm caused by the company ignoring its own research into how young girls use Instagram. Not surprisingly, Haugen called for government regulation and oversight of the social media behemoth to mitigate harm.

Since Haugen's testimony, we have been reminded that Facebook founder Mark Zuckerberg has also called for government oversight of the company. While it might sound like a noble invitation, it should, in fact, be cause to doubt the sincerity of Zuckerberg's statement.

What it would actually do is



YOUR PRESIDING REPORTER

RICK THOMASON

allow Facebook execs and their lawyers unfettered access to the proverbial henhouse while legislators and regulators tried to craft new rules. That's a little like allowing a defensive end to define roughing-the-quarterback penalties, don't you think?

But forget Zuckerberg for a moment. What about the broader idea of social media regulation?

Those who know me well know I'm often dismayed by the pure garbage and hate that pops up on Facebook in particular. It bothers me that people refuse to research what they see on Facebook and take it at face value. It bothers me equally that so many people take advantage of the gullible, uninformed and those who refuse to educate themselves to promote their own misinformation and conspiracy theories.

So, what to do? Allow government regulation of social media? If that happens, who and what is next? Radio? Television? Newspapers? GASP!

Think about it, regulation breeds regulation. Once the door opens, you can bet that door will turn into an open floodgate. There will be no stopping those who are already wringing their political hands at the prospects. And heaven knows, there are thousands of

them, both elected and appointed, at the federal level.

Let's be careful what we advocate and what we ask for. What we should be doing is promoting self-policing of social media. We should all be calling out those who spread lies and misinformation. We should all be tamping down the wild conspiracy theories. Yes, it's hard to do sometimes. The crazies tend to yell loudest, be the most crude and try to quell those who would point out their atrocities. But those of us who are sane must persist and summon every ounce of courage to stand up to the bullies. They won't back down until we refuse to back down.

And when the Facebooks and Instagrams tell you they're doing everything in their power to be a safer place for users, call them out, too. They're not. They're afraid of the negative financial impact of such actions when what they should be worried about are the financial consequences of their inaction. And for Pete's sake, let's not let them craft legislation that would regulate them. How foolish would that be?

There's no good and no right answer here. We're talking on many levels about regulating Free Speech. None of us want that. We're also talking about corporate responsibility. But do we want to get into the business of regulating that? Probably not, lest we be the next targets.

Rick Thomason is Tennessee Press Association president for the 2021-22 term. He is the publisher of the Kingsport Times-News/Johnson City Press and president of Six Rivers Media, LLC.

LIBRARY from Page 1

John W. Finney, a native of Columbia whose father was a co-publisher of The Daily Herald, served in the U.S. Navy and taught in the Maury County school system. Eventually, he was drawn back to his roots and became the editor of The Daily Herald for nearly 40 years as well as publisher and general manager of the Maury Democrat for 17 years.

Finney was devoted to journalism, serving as president and legislative committee chairman in the Tennessee Press Association,

and was posthumously named in the Tennessee Newspaper Hall of Fame in 1971.

Behind the scenes, he used his platform and status both publicly and privately to advocate for improvements in education, serving in a White House Conference on Education in 1955 and on the Tennessee State Board of Education from 1962 until his death in 1965. He wielded his significant influence to push for a community college in Maury County through his editorials, which were published across many newspapers. While he never lived to see

the establishment of the college, his legacy continues to impact students today. Read Finney's bio on the Tennessee Newspaper Hall of Fame website for more information.

Today, the Finney Library is a hub for Columbia State students to research, learn and explore. Of the 30,207 square footage of the building, 24,000 square feet was renovated. The anticipated renovations, which began in 2018, have ensured that the structure is relevant to the digital age and will continue to assist students and the community for years to come.

Take it from Amazon: Print ads work!

We are all believers in the power of print advertising, and we work with our local businesses every week to help them reach their customers through our newspapers and other products.

But we also know that selling print in an environment where it seems like what businesses want to buy is digital, so I was amazed and pleased recently when I received a thick print catalogue from the world's leading digital retailer. Yes, Amazon is now using print to help them attract buyers.

Amazon is finally catching on to what so many other retailers have known, print advertising works. I am sure that your mailbox, like mine, is full of printed catalogues and advertising from companies such as Huckberry, Ballard Designs, Mackenzie Limited and many more. Why are



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

all of these niche brands printing and distributing catalogues? Because people react to print ads. All of these brands send emails, promote on social media and buy programmatic ads, but they are spending millions of dollars to print and distribute catalogues!

Let your customers and potential advertisers know that print works and Amazon is one more proof. Of course, it is important that all of your advertisers have viable websites and collect emails, which you can help them do, because

shoppers expect a digital presence from the places they shop.

But we should give our local businesses every reason to harness the power of print, your print, your newspaper.

Mask mandates still a hot topic

You have likely heard that Gov. Bill Lee has called a special session to approve incentives for a new Ford Motor Company manufacturing site in West Tennessee, which is spurring talk of another special session on local mask mandates.

This is a reminder to you that a strong professional relationship with your local legislators is important. When we are at Cordell Hull talking with state lawmakers, it is a much easier

conversation when they have a good relationship with their local newspaper.

In the next regular session, Tennessee Press Association is preparing to co-sponsor a couple of open meeting bills with the Tennessee Coalition for Open Government (TCOG). We are also considering pushing a bill on public notice rules. Our government affairs team and our lobbying team will keep you informed and look forward to your help in making calls to legislators.

Wishing you and yours a safe and magical holiday season.

Carol

Carol Daniels is executive director of Tennessee Press Association.

NEWS & MOVES

Ballots on Proposed Constitution & Bylaws changes due Jan. 7

Each TPA member newspaper is to receive a ballot with proposed changes to the TPA Constitution and Bylaws. TPA asks each member to please complete the ballot and return to CPA Assurance, the accounting firm conducting the ballot count.

Per TPA's bylaws, a measure must receive a two-thirds majority of those voting to pass. Unreturned ballots do not count for or against a proposed measure.

If you do not receive your ballot by December 15, please contact TPA at rgentile@tnpress.com or (865) 584-5761, ext. 105.

The ballot covers 10 proposed changes that were presented to the Board of Directors by the Bylaws Committee on Nov. 10. The Board voted that each proposed change warrants consideration by the membership.

The proposed amendments/revisions address:

- the addition of a voting membership class for Online Publications
- the addition of collegiate student publications and certain online news sites to the Associate membership category
- the addition of wording to

specifically allow meetings by electronic means

- removing the requirement for one vice president to be from a daily paper and one vice president to be from a weekly paper.
- changing the requirement of an annual audit to a biennial audit so long as a competent accountant monitors the books and records at least monthly
- changing references from "magazine" with regard to TPA's monthly publication to "publication"
- removing the word "newspaper" after the word "members" in Bylaws Article I, Section 4

If you have questions about the proposed changes, please contact Rick Thomason, TPA President; Keith Ponder, Bylaws Committee chairman; any member of the Board of Directors; or Carol Daniels, TPA executive director.

*Staff reports
Nov. 23, 2021*

Jan. 14 is deadline for TN Public Notice Journalism Contest

The Tennessee Public Notice Journalism Contest is administered by Tennessee Press Association and recognizes journalists that use public notice, or the lack of

required public notice, to raise awareness of its importance. The annual award is given to a Tennessee Press Association member newspaper journalist, or team of journalists, for utilizing public notices to generate stories of interest or importance to readers.

A prize of \$200 will be awarded to the winning journalist or divided among a team of winning journalists. The contest period is Jan. 1, 2021 through Dec. 31, 2021. Entries must be received by Friday, Jan. 14.

Entry details are available at tnpress.com or by contacting Robyn Gentile, TPA member services manager, at rgentile@tnpress.com.

*Staff reports
Nov. 20, 2021*

TPA welcomes three new members

Three newspapers were accepted as members by the TPA Board of

Directors on Nov. 10. The newspapers are: The Fort Campbell Courier, Clarksville, and Main Street Fairview, both of which are published by Main Street Media of Tennessee, and the McNairy County News of Selmer, owned by Melanie King.

The additions of these newspapers bring TPA's current membership total to 128, with 110 non-daily newspapers and 18 dailies.

*Staff reports
Nov. 20, 2021*

Board adopts changes to State Press Contests

Changes to the State Press Contests, proposed by the Contests Committee, were adopted by the TPA Board of Directors on Nov. 10.

The new divisions are:
Group One: Non-dailies with

See **NEWS & MOVES** Page 4

FOR YOUR CALENDAR

January 2022

- 7: Ballots due on proposed TPA proposed Constitution and Bylaws changes.
14: Entry deadline for the TPA's Tennessee Public Notice Journalism Contest, which covers the period Jan. 1, 2021 through Dec. 31, 2021. Entry details are available at tnpress.com.

February

- 17: TPA Concurrent Board of Directors Meeting and Business Session via Zoom
21: Deadline 2022 TPA-UT State Press Contests (Newsroom)
28: Deadline 2022 Ideas Contest (Advertising & Circulation)

March

- 8-13: 2022 Spring National College Media Association Convention, New York Marriott Marquis, New York, NY
17: 2022 National Newspaper Association Congressional Action Team Summit, Washington D.C.

April

- 8-10: 2022 Women in Journalism Workshop, Reynolds Journalism Institute, University of Missouri, Columbia, Mo., <https://rjionline.org/>
10-12: News Industry Mega-Conference, presented by America's Newspapers, JW Marriott Bonnet Creek Resort, Orlando, Fla.
www.mega-conference.com

June

- 23-25: Tri-State Press Convention, Arkansas • Mississippi • Tennessee, to be held in Memphis, Tenn.

July

- 20-24: 2022 International Society of Weekly Newspaper Editors Convention, University of Kentucky, Lexington, Ky.

August

- 25-27: 2022 National Native Media Conference, Native American Journalists Association in partnership with the Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Tempe, Ariz.

Ballots on proposed TPA bylaws changes are due Jan. 7.

Less is more when it comes to exclamation marks in ad copy

Lately I have noticed a disturbing trend in print and online advertising: the overuse of exclamation marks. They're all over the place. Interestingly, no grammar book I have ever seen has suggested using more exclamation marks – or exclamation points – as some people call them. All the guides say they should be limited.

Maybe some ad writers are pulled into the abyss by overly zealous advertisers who think of their businesses in terms of superlatives. After all, exclamation marks seem to fit with words like “unbelievable,” “fantastic” and “incredible.”

Not long ago, I saw a half-page, four-color ad for a home remodeling company. Of the 18 phrases and sentences in the ad, 14 of them ended with exclamation marks.



AD-LIBS®

JOHN FOUST

That had to be some kind of record.

Of course, a well-placed exclamation mark is legitimate punctuation. But like your favorite dessert, it's not smart to have too much at one sitting – especially when it comes to advertising. In my opinion, emails and texts are in a different category. In those informal environments, it makes sense to add exclamation marks to phrases like “Congratulations,” “Well done,” and “Wow.” (Or for Shakespeare types, “Hark!”)

If your advertisers are addicted to exclamation marks, here are some points to consider:

1. The excitement should come from the message, not from the punctuation. Here are some bullet-point features from a description of a winter parka. Watch what happens when we add exclamation points: “Down insulation provides additional warmth! Polyester shell resists wind and rain! Adjustable insulated hood! Internal pocket with zipper! Elastic cuffs! Available in six colors! Machine wash and dry!”

Do the exclamation marks add anything to the message? No. In fact, they distract readers by breaking the flow of the copy. And along the way, they cause the advertiser's credibility to decline a notch or two.

After all, can everything about that parka be that dramatic? Can everything be worth shouting? Probably not.

2. Exclamation marks can create confusion. An exclamation mark often looks like an additional typographical character that has been tacked to the end of a word or number. Remember, we read at a glance. An exclamation mark can look like a lower-case “l” at the end of a word and as a number “1” at the end of a number. An “!” can make \$39 look like \$391. In worst-case situations, advertisers who use multiple exclamation marks risk making items that sell for a few dollars look like they cost thousands. That kind of typographic mischief doesn't send a clear message to readers.

3. Overuse of exclamation

marks can be the sign of an amateur. Like superlatives, exclamation marks can be poor substitutes for strong, compelling language.

Do a little research. Take a look at national ads. Read through professionally written articles in newspapers, magazines and web sites. They use few – or no – exclamation marks. This is not to say that exclamation marks should be banned completely. I just think we should be more careful with them.

(c) Copyright 2021 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

FISHER from Page 1

advantage in competing against us. The businesses also want secrecy — or privacy as they might describe it.

But secrecy also can hide cronyism. And opaque deals, with little public reporting on outcomes, can obscure what the government is really getting in exchange for taxpayer dollars.

Lawmakers push to get more information

Lawmakers, who approve the budget for economic development funds, have gotten tougher and have

gradually required ECD and the Department of Revenue to produce reports that provide better insight.

In 2014, the legislature passed a bill requiring companies that received FastTrack grants to annually report the number of new jobs created. The reports are required to be posted on ECD's website.

In 2017, lawmakers passed another bill requiring an annual report about the value of franchise tax credits claimed each year as a result of economic development statutes, including how much companies had carried forward to offset future taxes.

And in 2020, trying to get at the

state's success in “clawing back” cash grants given to companies that didn't live up to promises, lawmakers passed a bill requiring an annual report on clawback rights executed.

These have all been positive moves by your state lawmakers. But they don't go far enough in providing transparency for the public.

The annual job reports on ECD's website? Both of the Comptroller's audits found not enough is done to ensure the accuracy of those numbers. They simply are not reliable and some were inaccurate. And even if you find a company's job number report, you won't be

able to see how it compares with jobs promised or the amount of the grant received.

The report on tax credits? The most recent report shows that companies redeemed \$176.5 million in the last fiscal year and have accumulated more than \$800 million state tax credits that they've not yet cashed in.

Because of state laws requiring taxpayer confidentiality, however, the report doesn't name companies receiving the tax perks. State leaders have defended this system, noting that tax credits are open equally to any business that meets criteria laid out in state law.

Some companies get special favors

But what about companies that don't meet the criteria? Those ineligible businesses can get them anyway if two of the governor's appointees — the ECD and Revenue commissioners — determine it would benefit the state. This has happened 23 times between October 2018 and March 2021. But who got this special treatment and why? That's secret.

Deborah Fisher is executive director of the Tennessee Coalition for Open Government.

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combined total weekly print circulation under 3,000

Group Two: Non-dailies with combined total weekly print circulation of 3,000 to 7,999

Group Three: Mixed: Non-dailies with a total weekly combined print circulation above 7,999 and dailies under 24,999 total weekly combined print circulation

Group Four: Dailies with 25,000 total weekly combined print circulation to 150,000

Group Five: Dailies with 150,000 total weekly combined circulation and above

Additional changes include the combining of Groups 1, 2 and 3 for the category of Best Digital

Presentation.

The definition of a contributor was also changed. The new definition is as follows:

A newspaper may enter work by a regular contributor. A regular contributor is someone who is not syndicated and whose work appears in the submitting newspaper a minimum of twice per year.

All entries must be original from your newspaper or newspaper website. They must be conceived and written by the newspaper staff members. A staff member is defined as a regularly employed, full-or-part-time person who works for your newspaper. Free-lance work is allowed only if it appears exclusively in your newspaper. If an entry was published by multiple

publications in an ownership group, it should be submitted by the publication employing or compensating the author.

Coronavirus categories will remain for the 2022 Contests. The rules brochure will be available on Jan. 5. Entries due Friday, Feb. 19.

*Staff reports
Nov. 23, 2021*

RJI Fellowship application process for 2022-23 opens Jan. 3

The Donald W. Reynolds Journalism Institute invites proposals from individuals and organizations who wish to partner with them on practical innovative projects for local news.

Chosen projects often include devising new strategies or models to solve a problem, building new tools, creating a training workshop/program or building resources for journalists. All fellowship projects are built and implemented within the span of the eight-month fellowship.

Past fellows have built a data guide for small newsrooms, a toolkit to help Latina journalists fight discrimination and a guide to starting a community-based publication. Our 2021 fellows are currently working on projects that address accessibility, equity and community engagement.

Whatever your idea, its creation should benefit other news organizations, journalists and the people who depend on them. You will

publish regular updates to share what you're learning for other newsrooms or journalists who want to tackle similar projects.

The final product of your fellowship must be a resource that journalists and newsrooms can utilize – whether it's a guide, toolkit, platform, workshop or tool.

RJI Fellowships are open to U.S. citizens and U.S. news organizations. They also accept proposals from international journalists who plan to partner with U.S.-based news and/or organizations to address a challenge that impacts U.S. journalism and newsrooms.

For more information contact <https://rjionline.org/about-rji-fellowships/>

Submitted, Nov. 15, 2021

Meaningful meeting reports demand substantive leads

Newspapers smartly are promoting their roles as government watchdogs to reinforce their strengths in the fractured media landscape. I join the chorus: Vibrant coverage of public affairs is at the foundation of vibrant communities. The theme was underscored in a couple of recent webinars.

What do you lose without a community newspaper? As one editor noted, announcing candidate filings, explaining the whys behind a proposed bonding project, calling attention to salary hikes for public officials – these stories and more collectively bind together communities.

Another editor succinctly said: “To sustain democracy, you need people who care about facts and want to read facts. That’s what we’re here for.”

To no surprise, I find myself nodding in agreement with observations on the importance of delivering relevant public affairs coverage, especially the workings of local government where community newspapers have a ringside view. The strongest meeting coverage boils down to three steps: Alert readers; report the decisions; interpret the actions.



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

For many newspapers, meeting reports represent the lion’s share of their public affairs coverage. That demands extra attention to produce stories that educate and engage readers.

The first step is to write leads with substance. It’s disheartening to see so many examples that miss the mark. The governmental bodies remain nameless to protect the guilty.

- The county board held a public hearing and special board meeting to discuss the tentative plan for county and municipal redistricting, ultimately passing it. (The report was void of any specifics of the plan.)

- Below is the agenda for the city council meeting. (Meeting advances are a great way to preview important topics to provide background information and engage the public. This report failed on all counts by

simply reprinting the agenda.)

- The school board met to discuss a districtwide levy, member wages and more. (The lead gave no indication of any decisions made.)

- At the school board meeting, the superintendent touched on the district’s current COVID-19 data. (The news was buried halfway into the story: The district had seen a gradual increase in positivity rates with no spikes or outbreaks.)

Reporting on government meetings has its own set of challenges. Sessions can last hours, and you are tasked with turning around timely and relevant reports.

Reporters must prepare. Review agendas in advance and gauge the importance of each item to readers. Which stories likely warrant front-page display? Which ones can be enhanced by a photo and/or graphic? Whose voices should be included in your reports – in other words, track down and include the reaction of those affected by the actions taken.

Above all else, avoid chronological reports. Initial items on many agendas can often be ignored.

I hear the arguments that readers today want to be entertained

– that we must stop force-feeding them with public affairs reporting, especially reports of meetings. The hill is even steeper to climb with recent polls showing Americans’ confidence in elected leaders has dropped to a new low. But I firmly stand my ground. I still read newspapers to keep abreast of public policy and its impact on citizens’ everyday lives.

The detractors are absolutely correct if meeting reports read like the above examples. Few people will get beyond the first paragraph.

Public affairs coverage can be interesting, relevant and even entertaining. I fondly remember two experiences when I sat behind the editor’s desk.

Our newspaper led an editorial campaign to unseat four incumbents in their re-election bid to the city council. Fresh voices filled the letters column, and all four were unceremoniously retired. Among the most gratifying comments came from a YMCA staff member: “I used to first turn to the sports pages. Now I turn to the editorial page.”

And this comment from an advertiser after we carried an expose on the local economic develop-

ment director. “Let me know the next time you’re going to carry such a big story. I want my ad in that edition.”

Public affairs coverage – specifically, meeting reports – can be informative and grab attention. It takes work, and that’s especially challenging in newsrooms operating with diminished resources. These stories will not be accomplished, however, without the support of management willing to invest the time and money to train editors and reporters. Most important, I believe these stories are essential to the livelihood of community newspapers.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He 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.

OBITUARIES

Grady Crenshaw

Grady Crenshaw, a career journalist whose more than 20 years as a reporter and editor at The Commercial Appeal encompassed some of the biggest news stories to come out of Memphis, has died.

Crenshaw was 96. This means he had been in the newspaper business for more than 80 years, including his job as a “paper boy” who rode a bicycle to deliver copies of the Meridian Star to families in Meridian, Miss. He worked at The Commercial Appeal from the mid-1960s until 1988, a period that saw the assassination of Dr. Martin Luther King Jr., the death of Elvis, and the election of Memphis’ Harold Ford Sr. as Tennessee’s first Black Congressman.

Crenshaw died of congestive heart failure Oct. 16 at the Sunrise of Decatur assisted living facility in Georgia, according to his daughter, Holly Crenshaw, who



Crenshaw

carried on the family tradition as a reporter with the Atlanta Journal-Constitution.

Holly Crenshaw said her father had survived a bout of COVID-19 in August, after which he “resumed his daily routine of smoking cigars, solving crossword puzzles in ink, watching sports and British mysteries, and following the stock market. . . .”

Born in Lisman, Ala., Grady Walton Crenshaw spent most of his childhood in Mississippi. He served a stint in the Air Force, and also attended classes at various times at Meridian Junior College, the University of Southern Mississippi and Elon College in Burlington, N.C.

After World War II, he returned to the Meridian Star as a reporter. (He learned how to type on the job,

having lied about this skill in order to get hired.) He married Zada McCarver (the daughter of a newspaper linotype operator), and worked on the sports desk in Tupelo and again in Meridian, as a city hall reporter, before being recalled to Air Force duty during the Korean War.

Crenshaw worked various newspaper and news service jobs in Jackson, Miss., before relocating in the mid-1960s to Memphis. At The Commercial Appeal, he started as a copy editor and worked his way up the ranks, from foreign news editor to assistant news editor to news editor and, finally, to the position of assistant managing editor. He retired in 1988.

In his later years at the newspaper, Crenshaw frequently wrote wry, gently humorous columns reflecting on quirks of grammar, idiosyncrasies of home life, and other topics.

Memphis Commercial Appeal
Oct. 19, 2021.

Louise Durman

Louise Durman, a former food editor and feature writer for 36 years at the Knoxville News Sentinel, died at Friends of Hospice Serenity House in Morristown on Friday, Nov. 19.

She was 88.

Durman, who retired from the News Sentinel at the end of 2003, was a go-to food expert in East Tennessee as she guided readers with recipes, features and advice. She authored four cookbooks – including “Recipes Upon Request” and “Vol Vittles” (Durman was a strong supporter of the Tennessee Volunteers) – and she advocated for local farmers and restaurants as well as Tennessee products overall.

“I think people just don’t realize that for the time that she worked, she was a visionary,” said Sherri Gardner Howell, columnist and retired assistant managing editor of the News Sentinel. “She was



Durman

recognized by the grocers, the food industry . . . she knew to go to the source,” she said, noting Durman’s Midwestern roots.

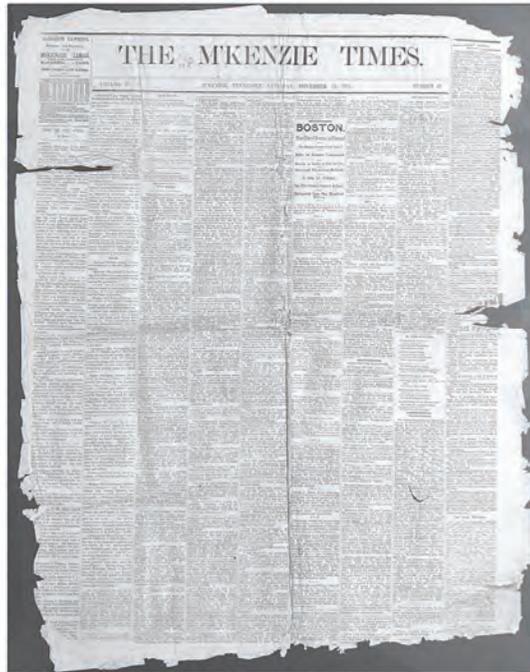
Gardner Howell also said Durman was “ahead of her

time” and recalled a time when Durman announced plans to do a feature on how to prepare for a vegetarian Thanksgiving. “We looked at her like she had two heads,” Gardner Howell said, laughing.

Durman graduated from Purdue University with a bachelor’s degree in home economics and subsequently earned her master’s degree in journalism at Columbia University in New York, where she once interviewed First Lady Eleanor Roosevelt.

TPA MEMBER NEWSPAPERS SPOTLIGHT: TELLING THEIR STORIES THROUGH THEIR TEARSHEETS!

The McKenzie Banner, during National Newspaper Week, October 6, 2021



We Are Not the Mainstream Media. We Are the MAIN STREET Media...

At the corner of Main Street and Banner Row in McKenzie, Tennessee. The Banner has been at this location for over 100 years. The McKenzie Banner is 151 years old and

still proud to be your community newspaper. THANK YOU for your continued support of this locally-owned, small business. Pictured Left, an early edition of The

M'Kenzie Times (The McKenzie Banner). The date reads, November 23, 1872, Vol. II, Number 49. Published every Saturday at McKenzie, Tennessee. The publisher at

the time was Camillus Hawkins. Pictured Center, The McKenzie Banner as it looks today, October 4, 2021. Right, this week's front page.

The Tennessee Tribune, opens retail store, November 25, 2021

TnTribune.com Vol. 32 No. 47 • Thursday, November 25 - December 1, 2021 ONLY \$! f thetennesseetribune tn-tribune

Tribune's Store Now Open at BNA



The Tennessee Tribune Store was officially opened with a ceremonial ribbon cutting on Friday, Nov. 19, 2021. Located in the heavily trafficked C Concourse at Nashville International Airport, the store offers the unique merchandise of more than 40 minority vendors. The goal of the The Tennessee Tribune store continues to illuminate the lifelong work of Tribune Publisher Rosetta Miller-Perry to lift up and highlight Black people. "I am overwhelmed," said Perry. Look forward to a pictorial story soon. Photo courtesy of the Nashville International Airport

The Paris Post-Intelligencer, moving offices, November 30, 2021



Glenn Tanner I P-I

Sign me up

Post-Intelligencer Editor and Publisher Michael Williams tries a temporary sign on for size Monday afternoon at the former Dexter Advertising Building at 109 Ashli Lane. The paper's staff will spend today moving from its home of more than 70 years at 208 E. Wood St., and will reopen at its new temporary offices at 8 a.m. Wednesday, without missing an issue.

Directory cover photo contest winner



The winning photograph by Jack McNeely, publisher of the Cleveland Daily Banner titled "Blanket of fog over Northeast Cleveland."

Entries for the Tennessee Press Association Directory Photo Contest were solicited for the potential main image on the 2021-22 directory cover. TPA received 13 entries this year.

Seventy-four members voted for their favorite photo and the winner is "Blanket of Fog over Northeast Cleveland" by Jack McNeely, publisher of the Cleveland Daily Banner. The photo received 21.6% of the vote and the \$200 prize from Tennessee Press Service.

The runner-up was a photo of a deer in Fort Donelson Cemetery by Danny Peppers with 16.2% of the vote. The second runner-up was a photo of people enjoying Cummins Falls, also by Jack McNeely, with 14.9% of the vote.

TPA thanks all of those who submitted photos and all of those who voted. The directory will be mailed to all members in December.

Staff reports,
November 30, 2021

New Tri-State Defender begins 70th anniversary celebration

CALVIN ANDERSON
The New Tri-State Defender
November 4, 2021

Noted Memphian and journalist Ida B. Wells said, "The people must know before they can act and there is no educator to compare to the press."

I am humbled and honored to serve as president of Best Media Properties, the parent company of The New Tri-State Defender. I salute the work of past and present publishers for sustaining an independent press.

The New Tri State Defender provides coverage of issues to a segment of the community that needs and deserves an independent perspective that educates, informs and inspires.

We invite our readers to join us in the coming year as we observe and celebrate 70 years of continuous publishing by the Tri-State Defender.

70 YEARS
November 4 - 10, 2021

At 70, the 'Defender' is still fighting the good fight

When the debut issue of the Tri-State Defender came out during 1951, the newspaper cost cents. The very first front page is pictured at the right. For a look back, see PAGE 10.

PERSPECTIVE

Tri-State Defender editor and general manager, L. Alex Wilson, was assaulted during the desegregation of Central High School in Little Rock in 1957. Wilson's grandson, Adam Sathberry, a member of the Memphis 60,000 Marchers, works to simplify the legacy of his grandfather, the Memphian TSD editor who refused to run STONY PAGE 4.

INSIDE

- Adam Sathberry gets to know his grandfather, L. Alex Wilson: Page 4
- Message from the Board of Directors: Page 2
- The New Tri-State Defender: The Road to 70 ... and Beyond: Page 2
- Getting the Tri-State Defender to the people: Page 7

TPA MEMBER COVERAGE SHOWCASE: Murfreesboro Post

Flying nurse delivers safety through the air

TAYLA COURAGE
Murfreesboro Post
August 31, 2021

Editor's note: This story was edited for space.

Vanderbilt LifeFlight nurse Janelle Zehr balances her efforts to stay grounded despite working in an environment that has her hovering from great heights on a regular basis.

The Christiana resident was recently named a Hometown Hero by Ascend Federal Credit Union for her continued efforts to provide healthcare as an essential worker throughout the pandemic. She's worked as a flight nurse for a total of 19 years. She's now in her 14th year of service with Vanderbilt.

"I don't honestly feel like much of a hero. I just go to work, and I do my job," Zehr said. "In some ways it feels like a very big name for something I've been doing for a very long time and that I've enjoyed so much."

Although she witnessed her mother, Gloria Arndt, practice nursing, she said there had been a time when she wasn't sure this career path was the one for her. The interest seemed to have come out of the blue.

"I always said I'd never be a nurse," said Zehr. "I don't know what triggered me to change my mind, but I just one day decided I was going to be a nurse."

She recalls discovering the flight nursing field from a college fair trip she took during her senior year of high school in Arizona.

"I saw an aircraft that had flown in from another company, and I was like, 'That's what I want to do!'" said Zehr, who graduated from nursing school at Pensacola (Fla.) Christian College in 1997.

She worked as a nurse, gaining experience with patients ranging from infants to adults in emergency department and ICU settings. She landed her first flight job in 2003. Before coming to Vanderbilt, she worked for PHI Air Medical in Kentucky.

Each day begins by following up with the team working the previous shift. The "debrief" features updates on the aircraft and the medical supplies or equipment it may need to have restocked.

"We carry two units of blood and two units of plasma, and they



have specific dates that those need to be either used or taken back to Vanderbilt," said Zehr, who gave the checklist of tasks that must be met to ensure preparation and safety.

A flight will usually have three crew members aboard: one pilot, one nurse and either an additional nurse, paramedic or physician. Sometimes the flight will have a medical resident or nurse practitioner looking to learn more about the program.

The medical professionals providing treatment in the back of the helicopter will swap "primary and secondary" roles on each flight.

Zehr said the nurses onboard the medical helicopter are allowed to perform certain life-saving procedures on patients that nurses in other capacities don't get to do.

"They like to say that we can do what the trauma room can do within the first 10, 15 minutes, we would be able to do in the aircraft," said Zehr. "We don't carry X-rays, and we don't carry CT scans, but we can do a lot of things in order to stabilize them to get them to where the trauma room can take over."

The pilot provides an update on the weather conditions and the weight that can be carried on board. Follow-ups about patients that have been transported within the previous four days also take place.



Photos submitted
Top: Vanderbilt LifeFlight nurse Janelle Zehr flies high in the sky to provide medical attention to patients in Rutherford County and nearby counties. Bottom: One of Vanderbilt's LifeFlight helicopters.

Being situated at the heart of Middle Tennessee often makes Murfreesboro's LifeFlight 5 location the go-to for backup when another base is already responding to a call. Zehr says the Murfreesboro base receives anywhere from 20 to 40 calls a month on average.

Nursing in any capacity often comes with a fast-paced working environment that requires thoughtful decision making. Zehr said one major difference between what she does in the sky and what other nurses do in traditional hospital settings comes down to more autonomy. "You have a lot more responsibility because there's not a physician that's dictating or directing you how to take care of this patient," Zehr said.

Supreme Court sides with First Amendment freedoms, but questions linger

SUBMITTED
Freedom Forum Staff
July 14, 2021

Significant First Amendment cases involving religion, student speech, assembly and press rights were at the top of U.S. Supreme Court decisions during the 2020-21 term.

In several key cases, the court ruled on the side of First Amendment freedoms, including where they seemed to conflict with other values and interests. But support was not equally strong for all five freedoms.

Religious Freedom

In the *Fulton v. City of Philadelphia* case of a Catholic social services agency colliding with municipal policy, the justices said the city violated the religious rights of the agency by requiring it to screen same-sex couples as potential foster parents. The agency argued that its religious beliefs conflicted with the requirement and that no harm was done to prospective parents because it would refer couples to multiple other agencies that work with the city and do screen same-sex couples.

In another decision, New York state was found to be violating the First Amendment's guarantee of religious liberty when it prohibited in-person religious services as part of COVID-19 pandemic regulations. The opinion for the 5-4 majority, written by newly appointed Justice Amy Coney Barrett, said the state

unfairly singled out religious groups for severe restrictions, while exempting many "essential" businesses such as major retailers and liquor stores.

Student Speech

In a decision that attracted wide media coverage (the case of a Snapchat cheerleader, *Mahanoy Area School District v. B.L.*), the court held that school officials cannot punish a student for off-campus speech in most instances.

As Freedom Forum Fellow and student speech expert David Hudson wrote, the court "reaffirmed the core principles" of *Tinker v. Des Moines Independent Community School District*, the nation's major student speech case.

But the court also left open circumstances in which administrators can act, including field trips and "away" athletic events, and noted that the increasing presence of social media and distance learning likely will broaden the category of when school officials can discipline student speech.

Press Freedom

In an end-of-term decision (*Shkelzen Berisha v. Guy Lawson*), the court declined to hear a defamation case. But Justice Neil Gorsuch disagreed and appeared to join an earlier call by Justice Clarence Thomas to revisit the seminal 1964 case *New York Times Co. v. Sullivan*, which could signal a future First Amendment collision

over free speech and free press.

The court in the *Sullivan* decision set a high standard of proof for defamation cases: requiring showing those statements are made with "actual malice" — that is, with knowledge the information was false or with reckless disregard for whether or not it was true.

Perspective



Those who would not revisit *Sullivan* say journalists, and anyone speaking or writing in public, would face a near-impossible task in this litigious-happy society if even a minor, inadvertent error could subject them to harassing or meritless lawsuits aimed at making speakers spend money on defending themselves.

But the two justices say deliberate falsehoods are so prevalent that a revision is needed to allow some an easier path for defamation complaints.

Gorsuch wrote that in the 1960s, at the time of the *Sullivan* case, the news media needed protections from occasional error, but argued the media landscape has changed so much that level of protection no longer makes sense. He noted how much harder it has

become to sue for libel:

"If ensuring an informed democratic debate is the goal, how well do we serve that interest with rules that no longer merely tolerate but encourage falsehoods in quantities no one could have envisioned almost 60 years ago?"

Some legal scholars have pushed back on similar claims against *Sullivan*, saying flaws in the "malice" standard have more to do with the court's expansion of when the standard comes into play, originally applied only for "public officials," but later to all "public figures" and then to those who only temporarily have a public life due to involvement in newsworthy events, for example.

Freedom of Assembly

The final First Amendment decision of the term was an unusual one, notes Freedom Forum special correspondent Tony Mauro:

Americans for Prosperity Foundation v. Bonta involved a broad range of nonprofit organizations challenging California's requirement that the names and addresses of organizations' donors be disclosed. California said the information is needed to monitor potential misconduct by charities. But the organizations said the names should be private, especially in the current divisive political climate where donors could be harassed.

To protect freedom of association, long viewed as a component of "the right of the people peaceably to assemble," the Supreme

Court has ruled in the past that such organizations and their members should be given a high level of privacy from government scrutiny, especially if the groups are controversial.

The high court embraced that viewpoint again in its July 1 ruling. By a 6-3 vote, with Chief Justice John Roberts Jr. writing for the majority, the court said California's disclosure regulation was not important enough to outweigh the "risk of a chilling effect on association" of donors who might fear being attacked for their views.

The decision was applauded by some as a First Amendment victory, but criticized by others as a boost for "dark money" donors who want their contributions in political campaigns to be anonymous.

While the court largely leaned toward strong protections for religious freedom, speech and assembly this term, it was less decisive on press freedom. And as with many Supreme Court findings, the cases this term answered several key First Amendment questions, but raised others.

By Freedom Forum staff, with Gene Policinski, Freedom Forum senior fellow for the First Amendment, and Tony Mauro, special correspondent for the Freedom Forum. Mauro has covered the U.S. Supreme Court since 1979 and is contributing U.S. Supreme Court correspondent for the National Law Journal and ALM Media. Contact Policinski at gpolicinski@freedomforum.org.

Newsprint price increases expected because of pandemic and other factors

Editor's Note: This article first appeared in the Sept. 2021 edition of the National Newspaper Association Foundation's monthly newspaper, Publishers' Auxiliary.

At the beginning of the pandemic, one of the curious responses people had was to hoard toilet paper. Media coverage showed people fighting in store aisles over the last little white rolls. My thought, of course, was that they looked like tiny little rolls of newsprint. At the time I thought it seemed silly and at the very least undignified, but now as I look at the newsprint markets, it seems much more reasonable. I totally get it.



**ALL
ABOUT THE
NEWSPRINT**

TONY SMITHSON

Several factors that have been brewing for years, along with the continuing impacts of the global pandemic, have combined to produce a historically tight newsprint market. This is despite continually falling demand by North American publishers.

E-Commerce: Trends toward more online purchasing spiked

early in the pandemic and have only slightly tapered off over the past six months. Consumers got used to their online buying habits and saw little reason to go back to old habits, even as the economy worked back toward normal. The growth in e-commerce drove demand — and prices — for packaging paper up, providing an incentive for newsprint mills to covert from printing paper to packaging paper.

Supply Chain Challenges: Just as car dealers are looking at empty lots despite robust demand for their products, supply chain challenges hit newsprint producers. Availability of parts for newsprint

machines and ancillary equipment became scarce, and many producers experienced extended down time for maintenance. In some cases, unplanned downtime at newsprint mills resulted in missed deliveries, with delays of more than a month in some cases.

One producer in the western U.S. has shifted their production to only one grade of newsprint in the hopes that eliminating downtime from changing grades will allow them to catch up to their schedule by the end of 2021.

Once newsprint was produced, producers faced logistical challenges in getting loads of paper

delivered to printers. Stories of trucks sitting, loaded up, for a week or two waiting for a driver were not uncommon.

Labor Shortages: Just as every store, restaurant and factory in your hometown has a "Now Hiring" sign out front, newsprint producers are strapped for help, too. This often resulted in lower-than-projected productivity, meaning newsprint orders took longer to produce than planned.

International Demand: Although North American publishers' demand for newsprint continues to steadily fall, the impact of news-

For Max Heath, it was about getting newspapers delivered on time

Editor's Note: This article first appeared in the Sept. 2021 edition of the National Newspaper Association Foundation's monthly newspaper, Publishers' Auxiliary. It is a eulogy to Max Heath, a Shelbyville, Ky., resident and the NNA's Postal Chairman Emeritus, who passed away this past July 28.

Max Heath used to say he dealt in gravel and I dealt in diamonds.

That quip drew a laugh from the newspaper audiences that he so diligently trained over the years. What he meant was that he dealt in the details while I floated up around the clouds of postal policy somewhere.

People in our business knew it was the gravel that mattered. In the postal world over which Max strode so masterfully for more than 30 years, it was about understanding the sacks and the tags and the labeling lists and arcane 19th century regulations always lying in the weeds to trap the unwary. It was about getting the newspapers delivered on time.

I am sure I sat in a hundred meetings with Max over the three decades of our work together. I cannot count the times Max attended a convention with his wife, Ruth Ann, who knew when someone made a beeline for Max that there was going to be a long complaint about the mail ahead.



GUEST COLUMN

TONDA RUSH

She so patiently gave him over to the crowd, as doctors' wives must do when the cocktail reception turns into office hours for everyone's aches and pains.

We were not always a cohesive team. Max and I were very different people, yoked together in a common cause: to make sure community newspapers got a fair shake from the sprawling empire of the US Postal Service. It took us a while to figure out that our differences were strengths and to arrange ourselves in whichever good cop/bad cop posture was most likely to get what we wanted for newspapers.

He was the guy on the ground. I was the policy person. He was the mechanic, and I was the architect. Except when I didn't architect well enough, Max would take over, and I just stood by and waited until he finished designing the system he thought ought to work. Then I went out to see if I could make it happen. He was my editor. I was his visionary. He was the instruc-

tor. I was his translator, bringing the pages of bewildering postal terms into English for his Postal Tips column.

He was the battering ram; I was sometimes the door, until we would both agree he was right about whatever postal policy he was mad about. Then I would add my arm to the battering ram and off we would go together to see which obnoxious, short-sighted, pig-headed, darn-old Inside the Beltway decision needed to get battered.

He would haul me back to earth regularly when I was ready to fly off to Congress to get some correction in policies, urging me to work the system — and then the next thing I knew, he'd be writing the Postmaster General himself about some grievance. When a newspaper needed his help, Max always went straight to the USPS operations person in charge. If he didn't get an answer, his complaint went to the next highest person. When the typewriter was replaced by the email keyboard, the strings of communication from Max could stretch for pages with each new contact receiving the whole string until finally, not getting the answer he wanted, he would write the PMG. I used to reflect that if he had had an email address for God, the chain would have gone even higher. Knowing Max, he had that address — it just

didn't show up on a computer.

When Postmaster General Jack Potter announced in 2009 that he planned to end Saturday mail delivery that year, I was despondent. Hoards of consultants and experts had the facts and figures for why it had to happen. I was convinced.



Heath

resigned.

Not Max. He greeted the announcement with his usual skepticism. He kicked that tire and found that it leaked. Don't give up so easily, he commanded. Newspapers need that Saturday mail, and so do a lot of other small businesses. Get back into the fight, he ordered.

OK, whatever, I thought. We'll lose this one for sure. But off I went to Capitol Hill fired up with Max's fervor more than my own.

I discovered he was right. A lot of folks did need that Saturday mail.

It is 2021. That PMG has been

succeeded by three others, and we still have Saturday mail delivery. Score--Max, 1; Beltway, zero.

The gravel that Max dealt in was more than counseling hundreds of newspapers. It was ... and is ... the paving for a web of federal laws and regulations that are obscure to many, but publishers and editors know them by their effects. The within-county postage rate that makes local mail affordable for small publishers is not there by accident. Its place in the federal law was not earned by us — it was created in 1845. But it was protected by Max's team. People in Washington who cast an eye toward eliminating it soon discover it isn't worth the fight.

In the late 1990s, NNA was engaged in yet another of the perennial Congressional battles over USPS. We had opposed legislation intended to "reform" the Postal Service largely because our industry was fending off the rise of direct mail. Somewhere in the multi-year campaign, Max and I came independently to the realization that new laws were needed and that it was time for NNA to shape them rather than oppose them.

He flew to Washington to join

See **MAX** Page 12

NEWSPRINT from Page 8

print mill shutdowns worldwide is being felt here. Export prices, which have been less attractive than domestic sales due to the additional shipping cost, have risen to the point where producers find themselves able to sell more newsprint than they can produce.

So what does all of this mean to a community publisher?

Simply put, all of these factors cost money, so newsprint prices have risen steadily this year. Producers announced a price increase for this past October, even though fourth-quarter price increases are relatively rare.

As a result, if you as a publisher have not received a price increase from your printer, you will shortly. And while printers have historically hesitated to pass along price increases out of the fear that their customers would go shopping for a better rate, the recent series of printing

plant closures gives publishers fewer, if any, options in this regard.

To answer a quick question on this topic, no, printers are not taking this opportunity to gouge their customers. Yes, they realize that it will be extremely difficult to pass these increases on to advertisers and subscribers, but a price increase is still unavoidable. Logically, it's not in printers' best interest to put their customers out of business.

So what should a publisher do?

The best advice is to form a good relationship with your printer and work together. While it's not in the printer's best interest for their customers to go out of business, it's also not in the publisher's best interest for their printer to go out of business, either. If you haven't already, consider entering into a contract with your printer or updating the contract you have. Some analysts predict steadily rising prices through 2026, so a

contract with pre-set price increases could be protection against unexpected financial shocks.

The second best advice for a publisher is to be flexible. Your printer will likely experience supply or labor issues, so be willing to work with them regarding what kind of paper they have available or even deadline changes that might be required. Better to be in print than on the waiting list.

That said, I will cut this short and roll up my sleeves. The plant up the road just received a load of newsprint, and I might just have to wrestle them for it.

(As I write this, I raise my glass to fellow Publishers' Auxiliary columnist Max Heath. A true gentleman if there ever was one. Cheers, Max.)

Tony Smithson is the regional director of printing operations for Adams Publishing Group's APG Printing Solutions.

TPA Public Notice Journalism Contest Deadline Jan. 14

Contest details posted at tnpress.com

Free webinars

Ryan Dohrn presents
Mastering the top 10 critical sales questions

Jan. 7

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



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
November 2021	\$145,930	\$33,171
Year* as of Nov. 30	\$1,166,354	\$273,975

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

Working moms push for flexibility to remain as newsrooms open again

Editor's note: The following column was originally published earlier this year by Gateway Journalism Review and is republished here with the permission of the author. Jackie Spinner is the editor of Gateway Journalism Review.

Like many journalists in the early months of the pandemic, Susie An was mostly working from home. Draped in a blanket, her radio equipment propped on a big box of diapers, the education reporter at WBEZ in Chicago voiced her news stories and features from a closet. With schools and daycares closed, her days were hectic working from home with her sons, ages 7 and 3. "My children are quite loud and, shall we say, creative with their play," she said. "There were times when I was on an interview and my husband was in a meeting. That's when our children broke a lot of things, made big messes or got hurt."

In Atlanta, Cynthia DuBose, the managing editor for audience engagement at McClatchy, had to jump from her own work video calls to helping her daughters log into their virtual classrooms for school. "I remember in those first weeks, waking early, working, getting the girls up and busy, working until 6, cooking dinner, spending family time, having bedtime and working again from 8 until I fell asleep," said DuBose, whose daughters are 6 and 9.

Meanwhile, Bethany Erickson, the digital editor for People Newspapers in Dallas, found herself working later and later to account for the breaks she took during the workday to help her 10-year-old son with his fourth grade math, which, she noted, is nothing like the math she did in fourth grade.

"I'm always just at that edge of kind of tired and actually exhausted," Erickson said.

A tough year, yet one with unexpected gifts

For many working moms in journalism, the past year of juggling job responsibilities and parenting—often in the same shared space, was one of their toughest, even if it also produced unexpected gifts like reclaiming time from long commutes, earlier dinner times with their families and just being around more.

Erickson's son, who is autistic,



LOCAL MATTERS

JACKIE SPINNER

working mothers are more likely to scale back their careers or reduce their hours to care for children even outside of a pandemic. One study last year found that the gender inequity worsened, particularly for working mothers of school-age or younger children.

Across the globe, women worried about managing additional responsibilities while at home, a lack of childcare and the potential threat of losing income or jobs. And it wasn't just the pandemic, with its historic lockdowns and stay-at-home orders. It was the summer of racial reckoning and the protests that swept the world after George Floyd was murdered by a Minnesota police officer. It was the US presidential election.

Women make up nearly half of the total workforce in media and entertainment, although most of them are concentrated in entry-level positions, according to a 2020 report by McKinsey & Company, a global management consulting firm. The pandemic disproportionately affected them, especially if they were also raising children or doing it as a single parent. After all, if you don't have childcare, it's hard to drop everything to cover breaking news, and the news didn't let up last year.

"I felt caught between doing a good job and being a good parent, but failing most days at both," said An, who also fills in as a news anchor and talk show host at the public radio station. "I do credit my editor with having understanding of the situation and trying not to assign me quick-turn news items in the mornings. That was helpful."

Dads were not exempt from pandemic-related stresses

Working dads didn't escape the additional stresses of the pandemic. More worked from home and either shared or shouldered childcare or household responsibilities during the peak of the stay-at-home orders when nobody, except the most essential of essential workers, were going anywhere. There was a significant shift in parenting roles and involvement for many dads, including journalists. But the fact is that gender inequality remains, both in the workplace and in the home, and

working mothers are more likely to scale back their careers or reduce their hours to care for children even outside of a pandemic. One study last year found that the gender inequity worsened, particularly for working mothers of school-age or younger children.

Across the globe, women worried about managing additional responsibilities while at home, a lack of childcare and the potential threat of losing income or jobs. And it wasn't just the pandemic, with its historic lockdowns and stay-at-home orders. It was the summer of racial reckoning and the protests that swept the world after George Floyd was murdered by a Minnesota police officer. It was the US presidential election.

"I shared with a friend the other day that I am still in shock about 2020," DuBose said. "It's almost like I'm in a twilight zone. I lost family and friends, watched in disbelief as part of my beloved Atlanta burned, watched again in disbelief as a man was killed about 30 miles from our home at a Wendy's parking lot and lived through my Georgia becoming ground zero for an election like none other. And that's just news."

Women reporters face personal security and safety challenges while covering pandemic stories

Mira Lowe, president of the nonprofit Journalism and Women's Symposium, said women journalists on the frontlines of covering the pandemic and the social unrest of last summer had to contend with keeping themselves safe while in the field and their loved ones safe when returning home. "Self-care was also a stretch for women juggling the demands of the job and family while working remotely," she said. "Many of us worked more hours while at home."

She said one of the biggest challenges for women in journalism, particularly freelancers and entrepreneurs, was loss of income. "For many, writing assignments evaporated and contracts were put on hold," said Lowe, who is also director of the Innovation News Center at the University of Florida. "Public speaking engagements were cancelled. Book promotions ceased. In some

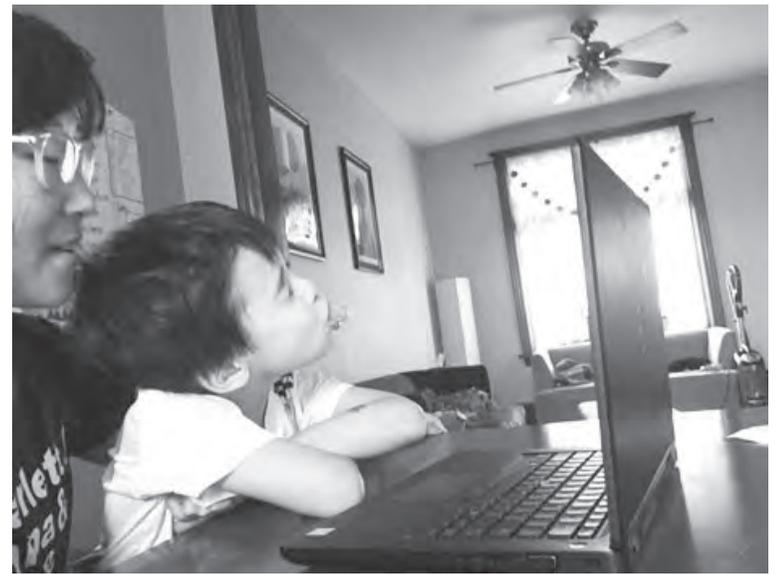


Photo courtesy of Susie An, provided by Gateway Journalism Review
WBEZ reporter Susie An works from home with her two young sons during the pandemic.

cases, spouses and partners also lost jobs."

S. Mitra Kalita, a veteran media executive and columnist for Fortune magazine, said the fact that decent health coverage remains anchored to full-time work is a massive roadblock to balance, innovation and flexibility for working moms. "You might say you can turn to Obamacare or the exchange," she said. "Except that the process of researching, switching and advocating is a whole 'nother job.'"

Aging parents have also needed care from their working children

Women also are often caring for aging parents, not just their children. When the pandemic began, Kalita moved between her parents' place in New Jersey and her family's home in Queens. "My father had a second stroke right before lockdown, and I was terrified of him being in a hospital or rehab. So we brought him home," said Kalita, whose daughters are 9 and 16.

"My parents are in the process of selling their house right now," she said. "Navigating the property tax breaks for seniors, necessary smoke-alarm inspection before closing and even just asking why their latest prescriptions did not qualify for reimbursement is a massive part of my life and time. I don't need help from employers

with this though. Rather, I think we need to collectively fight to make processes simpler, equitable and accessible. Think of how much invisible labor women like us pour into this."

Working remotely could, and should, become the norm for many workplaces

With the Delta variant of COVID-19 circulating and children under 12 still ineligible for the vaccine, it's hard to talk about post-pandemic life in the present. It may yet be months off. But one thing is almost certain. "The pandemic has shown us we can work remotely," Lowe said. "And so, I think the remote workforce is here to stay. Companies should find ways to embrace it and adapt benefits to support it. Consider flex schedules and policies that allow for a better integration of work and life responsibilities."

"Continue to incorporate virtual meetings into workflows so that everyone can be included. Focus on self-care strategies, and providing mental health and wellness resources. Invest in virtual and onsite skills-based training to help employees keep their skills sharp. Build online communities or interest groups, i.e. for working mothers, to fuel connection and support."

Kalita, who left her job as a

Federal vax mandates for workplace confront legal hurdles

In early September 2021, President Biden announced in a speech that the Occupational Safety and Health Administration (“OSHA”) would be issuing an emergency regulation requiring companies with 100 or more employees to require their employees to be fully vaccinated against Covid-19. The President said that employees who refuse to be vaccinated will be required to produce negative test results on a weekly basis. His speech further indicated that Employers covered by the regulation could face fines up to \$14,000 per violation for refusing to comply.

Around the time of this announcement, White House Chief of Staff, Ron Klain, tweeted “OSHA doing this vax mandate as an emergency safety rule is the ultimate work around for the Federal Government to require vaccinations.” (emphasis added)

This past summer OSHA began studying whether Covid posed a significant threat to American workplaces. They were seeking a justification for the mandatory shot. However, OSHA’s study proved the opposite. The data, once collected, showed that outside of hospitals and clinics, Covid-19 was not endangering workplaces in the United States. In spite of this, the President directed OSHA to move anyway.



LEGAL UPDATE

L. MICHAEL ZINSER

OSHA’s power to require COVID vaccinations in question and would be unprecedented

OSHA can enact an Emergency Temporary Standard (“ETS”) if “workers are in grave danger due to exposure to toxic substances or agents determined to be toxic or physically harmful or to new hazards.” It is very doubtful that Covid-19 would be considered a toxic substance. OSHA has never before mandated vaccinations. OSHA has used its authority to issue an Emergency Temporary Standard only ten (10) times in the agency’s fifty-year history. Six (6) of those ten (10) the ETSs were challenged in court. The courts struck down five (5) of those six (6) that were challenged. OSHA’s track record with ETS is not good.

On November 4, 2021, OSHA finally announced the ETS Mandate

that all private sector Employers with at least 100 employees develop, implement, and enforce a mandatory Covid-19 vaccination policy or adopt a policy requiring employees to either get vaccinated or undergo weekly Covid-19 testing and wear a face covering at work. The ETS also provided for the following:

- The rule requires employees to be fully vaccinated by January 4, 2022.
- After January 5, 2022, employees unvaccinated would need to provide proof of a negative Covid-19 test on at least a weekly basis.
- The rule requires Employers to provide a reasonable amount of time during work hours, up to four hours paid time off at an employee’s regular rate of pay, for employees to get each dose of the vaccine.
- Provide reasonable paid time and paid sick leave time to recover from vaccine side effects.
- Employers must also ensure all unvaccinated workers wear a face mask in the workplace by December 5, 2021.
- Employers may not require employees to use vacation, personal or paid sick leave for this purpose, but may permit them to use such leave to cover additional time needed to receive a vaccination dose that would otherwise be unpaid.
- The ETS does not apply to

employees who do not report to a workplace or other individuals such as co-workers or clients/customers are present

• The ETS does not apply to employees while they are working from home or employees who work exclusively outdoors.

The ETS contains the following record-keeping requirements:

- The Employer must keep records on each employee’s vaccination status and acceptable proof of vaccination for each employee.
- The Employer must maintain a roster of each employee’s vaccination status and the results of Covid-19 tests.
- These records are deemed to be confidential medical records.
- Employers must also report to OSHA any work-related Covid-19 fatalities within eight hours of the Employer learning about the fatality.
- Employers must report each work-related Covid-19 in-patient hospitalization within 24 hours of the Employer’s knowledge.
- The ETS also requires Employers to provide employees or their representatives with information, upon request, about the number of fully vaccinated employees at the workplace and the total number of employees.

The ETS allows Employers to

require unvaccinated employees to pay for their own weekly testing and face coverings. However, be sure to check State and Local laws. State or Local laws are allowed to be different than the Federal law. Note that the time spent by employees getting tested for Covid-19 may be compensable hours worked under the Federal Wage and Hour law.

On November 5, 2021, a coalition of States and private businesses filed an Emergency Motion to stay enforcement of the ETS, seeking a permanent injunction against OSHA, the U.S. Department of Labor, and the Secretary and Assistant Secretary of Labor for Occupational Safety and Health in the U.S. Court of Appeals for the 5th Circuit. On November 6, 2021, the Court STAYED the vaccine mandate “because the petitions give cause to believe there are grave statutory and constitutional issues with the mandate.”

What’s really at stake here?

Let us understand exactly what this case is about. This is not about whether vaccine mandates are a good idea. It is not about whether States, Municipalities, or Counties can impose a mandate.

See **ZINSER** Page 12

SPINNER from Page 10

senior vice president at CNN Digital at the end of 2020 to launch her own media business, said the media industry needs a shift in work cultures toward moms and caregivers. “We will often say someone didn’t want to apply for the bigger job or stay with an organization because of their kids,” said Kalita, who co-founded Epicenter-NYC, a community journalism movement, and URL Media, a network of Black and Brown news outlets. “Instead, we need to be asking how we – as organizations – can better support them to help them ascend or be retained. It puts the commitment to keeping talent on work culture versus trying to shoehorn old methods into new realities.”

DuBose, who worked from home before the pandemic, said she definitely learned that she

needs to prioritize self-care, which includes delegating, blocking her calendar and taking a real lunch. “Without it, I’m not sure how I would have survived.”

She also said what 2020 did for race conversations cannot be downplayed. “The events allow me to now have very real conversations with some of my white friends (allies) that I probably would not have before. I know that some events really divided our country but I also believe that for those of us who see the value in listening to gain understanding, 2020 was a game changer.”

Both An, in Illinois, and Erickson, in Texas, plan to continue working remotely part of the time this fall when their children are back in school or daycare. It will be easier, of course, when they are alone at home working.

“Both of my children have been receiving virtual therapy,

but will likely do in-person visits starting in the near future,” An said. “I hope there will be good balance and understanding as we transition into that. Also, I hope schools will keep doing the virtual teacher parent conferences. Pre-pandemic, that was nearly 2 hours out of my day for a 15 minute meeting.”

Hybrid work schedules available for some

Erickson also was able to negotiate a hybrid schedule starting in August, where she was to be in the office three to four days a week and working from home one day a week. “My husband was able to negotiate the same, which means we’ll only need to nail down after school care for two-three days a week,” she said.

Kristen Graham, who covers Philadelphia schools for the

Inquirer, said she can’t imagine going back to the newsroom full-time again, certainly not eight hours a day, five days a week like she used to. (The Inquirer newsroom is still closed, but employees may return as early as September.) “Selfishly, I’d love to go back,” she said. “I liked having eight hours where I was just working. But I can’t imagine going back just because I feel that I need more flexibility in my day. I was trying to fit in too much in non-work hours.”

Graham, whose sons are 8 and 5, plans to work from home several days a week. “I’ve found that I’m surprisingly productive when I have my kid at tennis practice, and I’m writing in the car.”

Her editors are both working parents and have not pressured her about returning to the newsroom, she said. “Being a working parent is hard,” Graham said. “Having

some flexibility makes it easier.”

Writer’s note: This story on the cover of our late summer issue (Gateway Journalism Review) resulted from my own experience as a working parent during the pandemic and also from talking to other journalists who are moms. We are all on edge at this point trying to manage our work and our families as we head into another school year disrupted by the pandemic. On the third day of school in Chicago, already multiple classrooms at my children’s school were in quarantine. I am bracing for another bumpy ride trying to manage work and family. Until my children are eligible to be vaccinated, I do not know how we get off this rollercoaster. In the meantime, I need flexibility from my employer when my children inevitably are quarantined or if someone gets sick.

OBITS from Page 5

After a stint working for the Washington Post, she returned to Indiana to be a feature writer at the Indianapolis News.

Durman and her husband, Fred, moved to Dandridge, Tenn., after they married, and she began her time at the News Sentinel. She and her husband restored historic homes in Dandridge as well as in the nearby towns of Jefferson City, Morristown and New Market.

Fred Durman died in 2011.

Knoxville News Sentinel
Nov. 23, 2021

Evelyn Underwood-Miles

Evelyn Underwood-Miles, passed away at her home, Mt. Airy, in Bellevue, Tenn. on Saturday, October 16, 2021. She was 94.

She was born Mary Evelyn O'Guin on May 28, 1927, in Erin, Tenn. She grew up in Waverly and played basketball for Waverly Central High School.

Her hair was a beautiful color of red, handed down from her Irish ancestors and she loved to tell people that the basketball crowd would yell "Put Little Red in!" After graduation, she moved to Nashville with her sister and studied art at



Underwood-Miles

Watkins School of Art.

In 1948, she married Doug Underwood, who was working at the Nashville Banner. Their daughter Sydney (Bennett Rogers Cowan) was born in 1951

and the three moved to Columbia, Tenn., where Doug was the sports editor of the Daily Herald.

While in Columbia, Evelyn started a blueprint business in the basement of their home and

had their second daughter, Paula (Underwood Winters).

Evelyn was a stay-at-home mom for a few years while her daughters were in school. They moved to Bellevue in 1963 and Evelyn went to work as the art director for the Tennessee Wildlife Resources Agency. The TWRA uses the logo she designed to this day.

Being the entrepreneur, Evelyn in 1967 she started Camp Buffalo girl's day camp on their farm on Buffalo Road. Daughters of Senator Douglas Henry, George Barrett and Jim Neal as well as many other girls ages 7-13 attended Camp Buffalo.

Evelyn help finance Doug's entry into the newspaper publishing business in 1978 when they started the Westview Newspaper in Bellevue. After Doug's passing in 1995, Evelyn took over the business end of the newspaper with their daughter Paula.

She sold the newspaper in 2010 to The Ledger and retired with her husband, Roy Miles Jr., whom she married in 2004.

Evelyn was also a top salesperson for AFLAC for many years, traveling all over the world as her reward for her outstanding sales work.

Staff reports
Dec. 5, 2021

MAX from Page 9

NNA President Lockwood Phillips, Morehead City, North Carolina; and late NNA leaders Jeff David, Livingston Parish, Louisiana; and Dan Phillips, Oxford, Mississippi. I had set up a meeting with Congressman John McHugh, R-New York, who was writing the new legislation and who was running into a wall of opposition. We went to hear his rationale for the bill and to decide whether NNA would

get behind it or stand in front to block it.

McHugh was a savvy legislator. He wanted NNA's support. He thought with community publishers behind him, he could get his bill into law.

"What do you need?" he asked the NNA group.

Max and I looked at each other.

"We need to fix the wandering routes," one of us said, referring to the postage rate charged for postal carrier routes that wove

like serpentine in and out of local counties, which gave newspapers higher rates than Max thought they ought to pay.

"We need to get limited circulation back," the other said, referring to a discount for limited newspaper mail outside the county of entry that had been eliminated by the Reagan administration.

We needed several other things. I can't remember which of us offered them up, but I well remember the two of us tossing

the ideas back and forth until we ran out of steam. They were all from Max's playbook of bad things that USPS ought not have done to newspapers and that we ought to fix one day. It was arcane stuff, and McHugh's staff looked a little bewildered as they took notes. But we left happy. NNA threw its weight behind the bill, and even though it took nearly a decade to pass, the requests we made became part of the law.

Like most who grieve the loss

of our old friend, we will be thinking in days ahead of many stories like this. Some day, someone must write the story of Max Heath, newspaper warrior. There was none fiercer or more caring. As he passed, many of his friends paid him the highest compliment of our order. He had ink in his veins.

Tonda Rush is the NNA's legal counsel and director of public policy. Contact her at tonda@nna.org

ZINSER from Page 11

It is not about whether companies can impose a mandate. The issue is whether the Federal Government, through the Labor Department at OSHA, as the ultimate work around, has the authority under the law and the Constitution to issue a Nationwide Federal Mandate. In my opinion, the President does not have the authority to do this without Congressional Legislation. There is nothing in the current Occupational Safety and Health Act that gives the Agency the authority to issue a Nationwide Vaccine Mandate.

After giving the parties a chance to brief the issues and present arguments, on November 12, 2021, in a 22-page opinion, the U.S. Court of Appeals for the 5th Circuit reaffirmed its initial Stay on November 6, 2021. ETS is Stayed pending "adequate judicial review of the Petitioners' underlying motions for a permanent injunction." The Court ordered that "OSHA take no steps to implement or enforce the Mandate until further Court order."

The Court, extremely critical of the ETS, made the following

points:

- The Petitioners are likely to succeed on the merits for many reasons.
- The Occupational Safety and Health Act was not intended to authorize OSHA to make sweeping pronouncements on matters of public health affecting every member of society in the profoundest of ways.
- The Court questioned whether there is an emergency and said that the ETS promulgation grossly exceeds OSHA's statutory authority.
- The Mandate makes no serious attempt to explain why OSHA and the President himself were against vaccine mandates before they were for one here.
- The Court believed that the Administration's basis for the ETS was pretextual, twice bringing attention to the Klain endorsement of the term "work around."
- The Mandate fails to consider that the ongoing threat of Covid-19 is more dangerous to some employees than to other employees; the Mandate fails almost completely to address, or even respond to, much of this reality and common sense.
- The Court noted that earlier in the pandemic, OSHA recognized

that an ETS is not necessary.

- The fact that the Mandate does not apply to Employers with 99 or fewer employees implies that the Mandate's true purpose is not to enhance workplace safety but instead to ramp up vaccine uptake by any means necessary.
- A person's choice to remain unvaccinated and forego regular testing is non-economic inactivity; this exceeds the government's authority under the Commerce Clause of the Constitution.
- Regulating noneconomic inactivity traditionally falls within the States' police power.
- It is simply unlikely that Congress assigned authority over such a monumental policy decision to OSHA – hard hats and safety goggles – this is not.
- The Mandate threatens to substantially burden the liberty interests of reluctant individual recipients to be forced to choose between their jobs and their jobs.
- The companies seeking a Stay in this case will also be irreparably harmed in the absence of a Stay.
- In contrast, a Stay will do OSHA no harm whatsoever.
- The public interest is also served by maintaining our Consti-

tutional structure and maintaining the liberty of individuals to make intensely personal decisions according to their own convictions.

• OSHA does not make health policy.

The next step in this process is for the Court to decide on the requests for a permanent injunction.

Are your employees represented by a union?

If your employees are represented by a Union, please take note of the NLRB General Counsel Operations Management Memo 22-03 which was issued on November 10, 2021. The NLRB General Counsel's position is that Employers covered by the National Labor Relations Act have decisional bargaining obligations regarding aspects of the ETS that affect terms and conditions of employment – to the extent the ETS provides Employers with choices regarding implementation.

The General Counsel's Memo notes that the ETS clearly affects terms and conditions of employment – including the potential to affect the continued employment of employees who becomes subject

to it – and gives covered Employers' discretion in implementing certainness of its requirements. The NLRB General Counsel also notes that to the extent elements of the ETS do not give covered Employers' discretion, leaving aside decisional bargaining obligations, the Employer is none the less obligated to bargain about the effects of the decision.

Millions of employees are going to make their personal medical decision not to get the vaccine. There will be employees who will be fired and many of them will immediately file lawsuits. I urge the readers of this column to inspect a website, americasfrontlinedoctors.org. You will find on this website the strategy of the Plaintiff's lawyers who will be willing to represent fired employees.

In conclusion, we certainly can expect this case to ultimately go to the U.S. Supreme Court. I will keep you advised as developments occur.

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